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Master-Craft Corp.
National Blank Book Co.
Sheppard, C. E., Co.
Smead Mfg. Co.
Tola Specialties
Wilson Jones Co.

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Bankers Box Co.
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Master-Craft Corp.
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(See Ribbons & Carbons)

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Smead Mfg. Co.

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All-Steel Equipment Inc.
Art Metal Construction Co.
Art Steel Sales Corp.
Bentson Mfg. Co., The
Browne-Morse Co.
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
Geller, J. R.
General Fireproofing Co.
Globe-Wernicke Co.
Guardsman-Valentine Inc.
Hillside Metal Products Inc.
H-O-N Co.
Keystone Steel Equipment Co.
Parker Steel Products Co.
Peerless Steel Equipment Co.
Remington Rand Inc.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Weis Mfg. Co.
Western Mfg. Co.
Yawman & Erbe Mfg. Co.

(Continued on page 6)

(Continued from page 5)

Filing Cabinets, Wood
Globe-Wernicke Co.
Imperial Methods Co.
Weis Mfg. Co.
Wells Chair Corp.

Filing Supplies
Acco Products, Inc.
Advanco Products Div. ASB
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Amberg File & Index Co.
Art Metal Construction Co.
Art Steel Sales Corp.
Barkley, C. L., & Co.
Browne-Morse Co.
Corry-Jamestown Mfg. Corp.
Guide System & Supply Co.
Imperial Methods Co.
Justrite Envelope Mfg. Co.
Northern States Envelope Co.
Oxford Filing Supply Co.
Parker Steel Products Co.
Quality Park Envelope Co.
Sell Corp.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Warshaw Mfg. Co.
Weis Mfg. Co.
Yawman & Erbe Mfg. Co.

Finger Pads
Speed Products Co.

Fountain Pens (incl. Ball Pt.)
All-Rite Pen Inc.
Esterbrook Pen Co.

Gummed Cloth Rings
Aigner Index Co. of N. Y.
Dennison Mfg. Co.
Warshaw Mfg. Co.

Gummed Tape & Sealing Machines
Dennison Mfg. Co.

Hardware, Office Desk
National Lock Co.

In and Out Boards
Lit-Ning Products Co.

Index Card Signals
(See Signals, Index Card)

Index Tabs
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Amberg File & Index Co.
Barkley, C. L., & Co.
Elbe File & Binder Co., Inc.
Globe-Wernicke Co.
Graff, George B., & Co.
Guide System & Supply Co.
Marklilo Co.
Master-Craft Corp.
Shaw-Walker Co.
Sheppard, C. E., Co.
Speed Products Co.
Victor Safe & Equipment Co.
Warshaw Mfg. Co.

Inks, Adhesives, etc.
Dennison Mfg. Co.
Fulton Marking Equipment Co.
Ink Specialties Co., Inc.
Marsh Stencil Machine Co.
Rivet-O Mfg. Co.

Inkstands
Cushman & Denison Mfg. Co.

Labels
Dennison Mfg. Co.
Imperial Methods Co.
Oxford Filing Supply Co.
Smead Mfg. Co.
Warshaw Mfg. Co.
Weis Mfg. Co.
Wells Chair Corp.

Ladders, Library Store & Vault
Card D. R., Co.
Cotterman, I. D.

Leather Goods
Bristol Mfg. Co.
Can-Pro Corp.
Doppelt, Charles, & Co.
Stebco Products
Stein Bros.

Letter Trays
(See Correspondence Trays)

Library Equipment
All-Steel Equipment Inc.
Browne-Morse Co.
Corry-Jamestown Mfg. Corp.

Lithographed Continuous Forms
Hano, Philip, Co.

Lockers & Storage Cabinets
All-Steel Equipment Inc.
Art Metal Construction Co.
Browne-Morse Co.
Globe-Wernicke Co.
Invincible Metal Furniture Co.
Keystone Steel Equipment Co.
Lyon Metal Products, Inc.
Parker Steel Products, Inc.
Shaw-Walker Co.
Supreme Steel Products, Inc.
Yawman & Erbe Mfg. Co.

Loose Leaf Books & Devices
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Amberg File & Index Co.
Elbe File & Binder Co., Inc.
Master-Craft Corp.
National Blank Book Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Wilson Jones Co.

Loose Leaf Metals
Elbe File & Binder Co., Inc.
National Blank Book Co.
Sheppard, C. E., Co.
Wilson Jones Co.

Loose Leaf Sheet Covers, Plastic
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Amberg File & Index Co.

Loose Leaf Tray Binders
National Blank Book Co.
Posting Equipment Corp.
Sheppard, C. E., Co.
Wilson Jones Co.

Mail Bags, Canvas or Leather
Can-Pro Corp.

Mail Distributors
Advanco Products Div. ASB
Art Steel Sales Corp.
Globe-Wernicke Co.
Victor Safe & Equipment Co.

Manifold Books & Business Forms
Hano, Philip, Co.

Map Tacks
Graff, George B., Co.

Marking Devices
Marsh Stencil Machine Co.
Multistamp Co.

Marking Pens, Laundry
Taubman, Samuel, & Co.

Matched Office Suites
Morval Corp.

Memorandum Books
Master-Craft Corp.
National Blank Book Co.
Wilson Jones Co.

Memorandum Devices
Currier Mfg. Co.
Gran-Adell Mfg. Co.
Lit-Ning Products Co.

Mending Tape
Dennison Mfg. Co.

Metal Badges, Checks, Tokens
Dayton Stencil Works

Moisteners
Rivet-O Mfg. Co.

Numbering Machines
Stewart, R. A., & Co.

Office & Whse. Space To Rent
Democrat Prtg. & Litho Co.

Office Furniture Ball Bearings
Kilian Mfg. Corp.

Office Furniture Sectional Units
Art Steel Sales Corp.
Columbia Steel Equipment Co.
Globe-Wernicke Co.
Morse, Ralph, Furniture Co.
Peerless Steel Equipment Co.

Office Partitions & Railings
Globe-Wernicke Co.

Office Printing Outfits
Fulton Marking Equipment Co.

Pads, Figuring
National Blank Book Co.
Wilson Jones Co.

Paper
Eaton Paper Corp.

Paper Clamps
Acco Products, Inc.
Cushman & Denison Mfg. Co.
Elbe File & Binder Co.
Esterbrook Pen Co.
Hunt, C. Howard, Pen Co.

Paper Clips
Cushman & Denison Mfg. Co.
Noesting Pin Ticket Co.
Pittsburgh Cut Wire Co.
Vail Mfg. Co.

Paper Fastening Machines
Ace Fastener Corp.
Markwell Mfg. Co.
Speed Products Co.
Victor Safe & Equipment Co.

Parcel Post & Postal Scales
Hanson Scale Co.

Paste
(See Inks, Adhesives, etc.)

Pen & Ink Sets
(See Desk Pen & Ink Sets)

Pen Refills
Fisher Pen Co.

Pencil Sharpeners
Elward Mfg. Co.
Hunt, C. Howard, Pen Co.

Pencil Sharpeners, Electric
Stile-Craft Mfrs. Inc.

Pencils, Mechanical
Alvin Co.
Esterbrook Pen Co., The

Pens, Steel
Esterbrook Pen Co., The
Fisher Pen Co.
Hunt, C. Howard, Pen Co.

Pins & Pin Containers
Noesting Pin Ticket Co.
Vail Mfg. Co.

Posting Trays & Stands
(See Loose Leaf Tray Binders)

Presentation Covers
Amberg File & Index Co.
Elbe File & Binder Co., Inc.
Smead Mfg. Co.
Tola Specialties

Price & Sign Markers
Fulton Marking Equipment Co.
Stewart, R. A., & Co.

Publications
Office Appliances
O. A. Buyers Index

Punches
Acco Products, Inc.
Aigner Index Co. of N. Y.
Globe-Wernicke Co.
Mutual Stationers Supply Co.
National Blank Book Co.
New England Paper Punch Co.
Smead Mfg. Co.
Wilson Jones Co.

Ribbons and Carbons
Amer. Carbon Paper Mfg. Co.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Co.
Columbia Ribbon & Carbon Mfg. Co.
Manifold Supplies Co.
Old Town Corp.
Peerless-Imperial Co., Inc.
Regal Typewriter Co.
Remington Rand Inc.
Royal Typewriter Co.
Underwood Corp.
U. S. Carbon & Ribbon Mfg. Co.
Webster, F. S., Co.
Write Inc.

Rubber Bands
Bankers & Merchants, Inc
Roberts, Weldon, Rubber Co.

Rubber Stamp & Plate Mfg. Machines
Amer. Evatype Corp.

Rubber Stamps
Bankers & Merchants, Inc.

Rubber Type
Stewart, R. A., & Co.

Rulers, Transparent
C-Thru Ruler Co.

Safes, Office
Art Metal Construction Co.
Brush-Punnett Co.
Cole Steel Equipment Co.
Gary Safe Co.
General Fireproofing Co.
Guardsman Valentine Inc.
Hall's Safe Co., The
Herring-Hall-Marvin Safe Co.
Invincible Metal Furniture Co.
Meilink Steel Safe Co.
Mosler Safe Co.
Remington Rand Inc.
Shaw-Walker Co.
Victor Safe & Equipment Co.

Sand Urns
Valco Co.

Scales, Postal
Hanson Scale Co.

Scrapbooks
Elbe File & Binder Co., Inc.
Globe-Wernicke Co.
Weis Mfg. Co.
Wilson Jones Co.

Shelving
All-Steel Equipment Inc.
Bankers Box Co.
Borroughs Mfg. Co.
Browne-Morse Co.
Corry-Jamestown Mfg. Corp.
Estey Metal Products Inc.
Geller, J. B.
General Fireproofing Co.
Lyon Metal Products Inc.
Supreme Steel Products, Inc.

Shows & Exhibitions
National Business Show
National Office Furniture Ass'n.

Signals, Index Cards
Graff, George B., Co.
Victor Safe & Equipment Co.

Signs & Name Plates
(Decalcomania)
Meyercord Co., The

Signs, Changeable Letter
Rowles, E. W. A., Co.

Slide Rules
Mayline Co.

Smoking Stands, Office
La Salle Products
Royal Metal Mfg. Co.
Valco Co.
Wells Chair Corp.

Sorting Devices
Amberg File & Index Co.
Art Steel Sales Corp.
Currier Mfg. Co.
Yawman & Erbe Mfg. Co.

Spindle Files
Wells Chair Corp.

Stamp Pads
Fulton Marking Equipment Co.
Rivet-O Mfg. Co.
Stewart, R. A., & Co.

Stamps, Duplicating
Multistamp Co.

Stands for Office Machines
All-Steel Equipment Inc.
Art Steel Sales Corp.
Cole Steel Equipment Co.
General Fireproofing Co.
Harter Corp.
H-O-N Co.
Kol Inc.
Maso Steel Products
Meilink Steel Safe Co.
Metalstand Co.
Midwest Metal Mfg. Co.
Sherman-Manson Mfg. Co.
Wells Chair Corp.

Staple Extractors
Ace Fastener Corp.

Staples & Stapling Machines
Ace Fastener Corp.
Markwell Mfg. Co.
Speed Products Co.
Vail Mfg. Co.
Wilson Jones Co.

Stencils, Brass
Dayton Stencil Works

Stenographers' Notebooks
National Blank Book Co.

Stools
Harter Corp., The
Maso Steel Products
Mayline Co.
Royal Metal Mfg. Co.
Wells Chair Corp.

Storage Cabinets
Art Steel Sales Corp.

Storage and Transfer Cases
All-Steel Equipment Inc.
Amberg File & Index Co.
Art Metal Construction Co.
Art Steel Sales Corp.
Bankers Box Co.
Barkley, C. L., & Co.
Bentson Mfg. Co.
Browne-Morse Co.
Cole Steel Equipment Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Guide System & Supply Co.
Hall's Safe Co., The
Herring-Hall-Marvin Safe Co.
H-O-N Co.
Imperial Methods Co.
Invincible Metal Furn. Co.
Oxford Filing Supply Co.
Parker Steel Products Inc.
Peerless Steel Equipment Co.
Pronto File Corp.
Shaw-Walker Co.
Weis Mfg. Co.
Yawman & Erbe Mfg. Co.

Store Fixtures & Equipment
All-Steel Equipment Inc.

Strong Boxes, Fire Protected
Art Steel Sales Corp.
Herring-Hall-Marvin Safe Co.
Meilink Steel Safe Co.
Victor Safe & Equipment Co.

Tables
All-Steel Equipment Inc.
Art Metal Construction Co.
Art Steel Sales Corp.
Browne-Morse Co.
Columbia Steel Equipment Co.
Corry-Jamestown Mfg. Corp.
Globe-Wernicke Co.
Haskell, Inc.
Lyon Metal Products, Inc.
Maso Steel Products
Morval Corp.
Peerless Steel Equipment Co
Royal Metal Mfg. Co.
Shaw-Walker Co.
Victor Safe & Equipment Co.
Wells Chair Corp.
Yawman & Erbe Mfg. Co.

Tables, Folding
Adirondack Chair Co.

Tabulating & Statistics Machines
Burroughs Corp.
Remington Rand Inc.

Tags
Dennison Mfg. Co.

Telephone Accessories
Art Steel Sales Corp.
Elbe File & Binder Co., Inc.
Glidex Corp.
Marval Mfg. Co.
Rest-A-Phone Co.
Victor Safe & Equipment Co.

Thumb Tacks
Graff, George B., Co.
Noesting Pin Ticket Co.
Vail Mfg. Co.

Ticket Holders
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Smead Mfg. Co.

Tier Tables
Precision Mfg. Co.

Trimming Boards
Amer. Photo Laboratories

Typewriter Cleaning Materials
Cardinell Corp.
Clarotype Co., Inc.
Multistamp Co.
Norta Distributing Co.
Regal Typewriter Co.
Rivet-O Mfg. Co.
Rogers, W. T., Co.
Webster, F. S., Co.

Typewriter Cushion Bases & Knobs
Andrews-Alderfer Co.
Peerless-Imperial Co., Inc.
Rowles, E. W. A., Co.
Speed Key Corp.

Typewriter Cushion Keys
Speed Products Co.

Typewriter Parts & Tools
Pearl Engraving Co.
Western Patent Accessories Co.

Typewriters, Mfrs. of
Allen, R. C., Business Machines
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith-Corona Inc.
Underwood Corp.

Typewriters, Rebuilt & Used
Regal Typewriter Co.
Reliable Typewr & Addg. Mach. Co.

Upholstered Furniture
Bright Chair Co.
Dixie Chrome Products Inc.
Grand Rapids Lthr. Furn. Co.
Huntington Chair Corp.
Imperial Leather Furn. Co.
Loeblein of Kent Inc.
Maso Steel Products
Morse, Ralph, Furniture Co.
Royal Metal Mfg. Co.
Wells Chair Corp.

Upholstery Materials
Upholstery Leather Group

Vault Steps
Cotterman, I. D.

Visible Systems Equipment
Aigner, G. J., Co.
Aigner Index Co. of N. Y.
Art Metal Construction Co.
Art Steel Sales Corp.
Globe-Wernicke Co.
Master-Craft Corp.
National Blank Book Co.
Remington Rand Inc.
Shaw-Walker Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Victor Safe & Equipment Co.
Wilson Jones Co.
Yawman & Erbe Mfg. Co.

Wardrobe Racks
Vogel-Peterson Co.

Waste Baskets
Art Steel Sales Corp.
Cole Steel Equipment Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Haskell, Inc.
Shaw-Walker Co.
Wells Chair Corp.

Wants & For Sale

The rate for classified advertisements is fifteen cents a word, minimum charge $3.00, payable with order. Add six words if box address is used.

EXECUTIVES AVAILABLE

BELIEVE IT OR NOT—If your '54 program can use experienced salesman, branch manager, sales manager, credit, public relations, personnel, expediting and dealer sales experience, I desire responsible connection. Box B-151, care Office Appliances, Chicago 6.

AMBITIOUS AND AGGRESSIVE YOUNG MAN, 32, college graduate, desires connection where initiative and work mean advancement. Five years' experience inside store functions, purchasing, inside sales, personnel management, etc. All inquiries appreciated. Box B-152, Office Appliances, Chicago 6.

YOUNG MAN, 28, B. A. degree, desires position with office supply company located eastern states. Experienced purchasing, stock control, etc. Excellent references. Box No. B-153, care of Office Appliances, 100 East 42nd Street, New York 17, N. Y.

SALESMEN AVAILABLE

SALESMAN WHO HAS SERVED AS DISTRICT MANAGER for large producer of office systems and later in business for himself plans to serve as manufacturers' representative traveling Missouri, Kansas and Nebraska. Well qualified to sell practically any type of forms, systems, merchandise used in offices and banks. Excellent sales record. Address B-154, care Office Appliances, Chicago 6.

SALESMAN WITH EXCELLENT RECORD in writing materials seeks new connection calling upon commercial stationers in Chicago area or group of middle western states. Well known among dealers and manufacturers' salesmen. In position to change to new connection on short notice. Convincing references. Address B-155, care Office Appliances, Chicago 6.

SALESMAN COVERING NEW YORK AREA for past 10 years desires position with leading furniture and equipment manufacturer or dealer. Box No. B-156, care Office Appliances, 100 East 42nd Street, New York 17, N. Y.

OFFICE MACHINE MECHANIC AVAILABLE

OFFICE MACHINE SERVICE MAN. Factory trained N C R Cash Registers, R. C. Allen and Sweda, Typewriters, Electric and Standard Adding Machines; Calculators Friden, Monroe, Marchant and Remington. Previous sales training. Age 30, married—no intoxicants used. Desire good connection, salary and percentage or straight. Box B-157, care Office Appliances, Chicago 6.

EXECUTIVES WANTED

INTEREST IN OLD ESTABLISHED Business in the Pacific N. W. for office supply manager or machines salesman. Very little snow. Write O-109, care Office Appliances, Chicago 6.

ASSISTANT MANAGER—Office Equipment and Supply Firm located Middle West—offers excellent opportunity to an aggressive young man experienced in the sale of Typewriters, Adding Machines, Duplicators and Office Furniture. Top lines such as Royal, Burroughs, Clary, Globe Wernicke, and etc. To the man who can manage and sell we will pay a good salary, plus share of profits and will assist in locating home. Opportunity for interest in the business. Replies confidential. Box O-110, care Office Appliances, Chicago 6, Illinois.

SALESMEN WANTED

WANTED INSIDE AND OUTSIDE SALESMEN in outstanding office furniture store of over 35 years' standing. Salary, commission and bonus. Wonderful opportunity to right man. SPITZER'S, 160 W. Lake St., Chicago 1.

OPPORTUNITY FOR TOP FLIGHT SALESMAN—Well established manufacturer has opening for experienced man in Department Store, Stationery, and Premium field. Must be able to travel extensively. Good future. Give full information with application. Inquiries will be held in strict confidence and references will not be checked without applicants' permission. Box O-111, care Office Appliances, Chicago 6.

SALESMAN WANTED: The fastest selling quality line leather and plastic brief cases in this country. Old, well established progressive company. Salesman must be aggressive, hard worker with a successful record, for State of California. Furnish complete abstract. STEIN BROS. MFG. CO., Chicago 7, Illinois.

OFFICE EQUIPMENT AND SUPPLY FIRM located in growing Spokane area has excellent opportunity for resourceful, able salesman with proven sales record. Top lines. Downtown location, plenty of territory. Give complete information. Box O-112, care Office Appliances, Chicago 6.

OFFICE MACHINE MECHANICS WANTED

OFFICE MACHINE MECHANICS Wanted: Adding machine and typewriter mechanic wanted: good wages and working conditions; must be sober and ambitious. Salary open. Chicago suburb. Box O-113, care Office Appliances, Chicago 6.

WANTED ADDING MACHINE MECHANIC: Prefer man that has experience on Remington and Sundstrand. To the right man, we have an exceptionally good deal; however, you must come well recommended. Central Illinois town. Leading agencies. Address O-123, care Office Appliances, Chicago 6.

WANTED—Experienced typewriter mechanic—capable of operating shop and taking care of customers. Good proposition to right party. Box O-114, care Office Appliances, Chicago 6.

WANTED: Underwood Standard and Electric Typewriter Repairman, permanent position. Well established firm, must be reliable, sober. Good salary plus share of profits of shop. Underwood agent. Rowe Typewriter Co., Box 1634, Durham, N. C.

SERVICE MANAGERS WANTED

TOP NOTCH SERVICE MANAGER WANTED — Must have good working knowledge of all machines and be sober and trustworthy. Desirable community; vacations, hospitalization, insurance and good working conditions. Will consider percentage, commission or top wages. Only competent, qualified man wanting steady position need apply. Include snapshot and references. Box O-115, care Office Appliances, Chicago 6.

SALES REPRESENTATIVES AVAILABLE

FOR THE PAST 25 YEARS have been covering West Texas, New Mexico, and Arizona. Can serve as direct factory distributor and jobber in all or part of this territory. Line need not be confined to office supplies but must have essential repeat business and require stock service from El Paso. Office Supply Co., 214 E. Yandell Blvd., El Paso, Texas.

MANUFACTURERS' REPRESENTATIVE who with one associate travels Louisiana and Texas desires to add major line of office furniture, wood or steel. Interested in files as well as desks and chairs. Twenty-five years experience. Address B-158, care Office Appliances, Chicago 6.

MANUFACTURERS' REPRESENTATIVE covering Missouri, Kansas, Iowa, Nebraska, and Oklahoma. Desires one additional stationery line. Complete coverage. Well established. Box B-158, care Office Appliances, Chicago 6.

MANUFACTURERS' REPRESENTATIVE traveling Rocky Mountain states has capacity for another line of stationery or office equipment. Well acquainted with dealers throughout the district. Excellent record. Address B-159, care Office Appliances, Chicago 6.

JOBBER ITEMS WANTED: Smaller office supply items and supplies wanted to distribute along with the Print-O-Matic machines and supplies in Minnesota, Dakotas and surrounding territory. Donald F. Rossin Co., 423 So. 5th St., Minneapolis 15, Minn.

SALESMAN LONG ESTABLISHED in Michigan, Ohio, Indiana area plans to establish himself as manufacturers' representative. Enjoys good will of leading dealers throughout area. Prepared to sell stationery, supply, or equipment. Will bring in experienced assistant if advisable. Top references. Address B-160, care Office Appliances, Chicago 6.

MANUFACTURER'S REPRESENTATIVE selling to Stationery, Office Equipment Dealers and Department stores in Illinois, Wisconsin and the Chicago-Gary area, desires to secure non-conflicting line. Top references. Can give complete coverage in territory. Box B-164, care Office Appliances, Chicago 6.

YOUNG BUSINESS MACHINES DEALER covering Spokane, Washington and surrounding territory, desires additional line. Established in this are since October 1950. Write B-165, care Office Appliances, Chicago 6.

Established representative wants chair line, wood or steel, for Colorado, New Mexico, El Paso, Wyoming, Montana, Idaho, Utah. Box B-161, care Office Appliances, Chicago 6.

WANTS AND FOR SALE, Continued on page 8

WANTS AND FOR SALE, Continued from page 7

SALES REPRESENTATIVES AVAILABLE, Continued

NEW MANUFACTURER'S REPRESENTATIVE wants exclusive distributorship for Office Equipment and Supplies lines for Kentucky and Tennessee. Seven years selling experience same territory and lines. Box B-162, care Office Appliances, Chicago 6.

ADDITIONAL LINE OF STATIONERY products wanted by commission salesman covering western Canada. C. F. Martin, 10151 - 119th Street, Edmonton, Alberta.

SALES REPRESENTATIVES WANTED

GENUINE OPPORTUNITY FOR AGGRESSIVE REPRESENTATIVE to sell a machine that offers the first basic advance in mimeograph design in 25 years. It can't leak and will produce the highest quality mimeograph work of any machine regardless of price. Sells for only $160.00 list and has become a leading seller wherever introduced. For a capable man with machine experience, will provide a five figure income and an excellent opportunity for advancement within the organization. Midwest and West Coast territory available. Send complete data to Box O-116, care Office Appliances, Chicago 6.

FATIGUE REDUCER FOR ADDING MACHINES AND COMPTOMETERS. New low-cost desk stand speeds work by eliminating fatigue. Representatives contacting office supply and adding machine dealers, write Airline Manufacturing Company, 4548 Gravois, St. Louis 16, Missouri.

SALES REPRESENTATIVES WANTED to contact dealers and work with their men for profitable line of portable and electric stencil duplicator and supplies on commission basis. Apply to RoNEo Division, Addo Machine Company, Inc., 145 West 57th Street, New York 19, N. Y.

SMALL REPEAT OFFICE SUPPLY product for salesmen calling on secretaries. Good DOOR OPENER that becomes REPEAT business. Box O-117, care Office Appliances, Chicago 6.

JOBBERS and WHOLESALE STATIONERS—Manufacturer is seeking distribution for small HIGHLY repeat 50c office supply item. Box O-118, care Office Appliances, Chicago 6.

LARGE LOOSE-LEAF MANUFACTURER ESTABLISHED 44 YEARS desires Sales Representatives. Commission basis. Write stating experience, territory desired, etc. Box 951—Fall River, Mass.

COMMISSION MEN WANTED for Ohio, Michigan and Indiana to sell Office Plastic Chair Mats, Black Boards, Linoleum, Bulletin Boards, Desk Pads, Chair Cushions and Clip Boards. Geo. E. Fox & Co., 1051 N. Throop Street, Chicago 22.

MANUFACTURER OF HIGH GRADE CARBON PAPER and typewriter ribbons wants sales representation in key cities, full or part time. High commissions. Sinclair Carbon & Ribbon Corp., 55 Nassau Avenue, Brooklyn, N. Y.

ALUMINUM CHAIR LINE has open territory in mid East and Southwest. Seeks established representatives with desk line. Box O-119, care Office Appliances, Chicago 6.

LOOSE LEAF BINDER MFR. seeks repr. Southeastern U.S. Opportunity for volume and profit. Tell us lines now carried, states covered, how often. Box O-124, care Office Appliances, Chicago 6.

PARTNERSHIP WANTED

SALES and PERSONNEL MANAGER now employed by large manufacturer, interested in purchasing stock or partnership in up to date and going stationery store. Well acquainted with all lines. Preferably in city of fifty thousand up. Box O-120, care Office Appliances, Chicago 6.

RETAIL BUSINESS FOR SALE

OFFICE SUPPLY & FURNITURE Store—49 years in Iowa City of 70,000. Top franchised lines. Gross over $150,000. New lease with option. Sell for inventory plus fixtures. Would consider partial interest to qualified party. Box O-121, care Office Appliances, Chicago 6.

WILL SELL SHARE in active office machine business to qualified man. Prefer one who can sell and service. Knowledge of cash registers helpful. Well established firm in prosperous community. Box O-122, care Office Appliances, Chicago 6.

FOR SALE—JOB LOT OFFICE SUPPLIES

For sale 200M brand new legal size manila file folders; heavy weight. Sample furnished. Davenport, 660 S. 5th, Louisville, Ky.

LISTS

FREE MAILING LISTS of 6,262 commercial stationers and office appliance dealers. Also 5,781 typewriter and adding machine stores. Write for FREE catalogue of lists of retailers, wholesalers, manufacturers, institutions, banks and others. We charge only for addressing. SPEED-ADDRESS, 48-02 43rd Street, Woodside 77, New York.

FOR SALE AND WANTED TO BUY, USED EQUIPMENT

ELLIOTT-FISHER, Burroughs, Moon Hopkins, Adding and Calculating Machines, Comptometers, Electromatic Typewriters, and fanfold machines, bought and sold. Chicago Office Appliance Co., 1930 West 21st St., Chicago 8.

ELLIOTT-FISHER AND SUNDSTRAND machines. Comptometers, Burroughs, Friden, Marchant, Monroe Calculators. Electromatic typewriters. Adding machines and all office machines bought, sold, rented, rebuilt. Teeter-Warsh Co., 849 N. 3d St., Milwaukee 3, Wis.

WANTED TO BUY—Sundstrand bookkeeping machines, Models A, C and D. Give complete model number, serial, size carriage and whether front feed or back feed. International Office Appliances, Inc., 326 Broadway, New York 7, N. Y.

BURROUGHS, MOON HOPKINS, Elliott-Fisher, Remington Accounting Machines, and everything in the office machinery line. State model, serial number and we will quote highest cash prices. International Office Appliances, Inc., 326 Broadway, New York 7, N. Y.

WANTED TO BUY: Late model Elliott-Fisher bookkeeping and billing machines. Must be over 270,000 serial number. J. & T. Office Machine Co., 605 W. Washington St., Chicago 6.

BURROUGHS BOOKKEEPING MACHINES, All Models, Bought and Sold. Give serial number and model in request for quotation. Business Equipment Co., 160 W. Larned, Detroit 26, Mich.

WANTED—ALL MAKES calculators and adding machines. State make, model, serial number and adding capacity. International Office Appliances, Inc., 326 Broadway, New York 7, N. Y.

CASH PAID FOR MULTIGRAPH, MULTILITH, Varitypers, Mimeograph, Addressographs, Typewriters, Presses. Also we trade and sell. Write Dixie Service, King, North Carolina.

ELLIOTT-FISHER machines, calculating machines, adding machines—all office equipment, bought and sold. W. J. Crowley Company, 906-908 N. Water St., Milwaukee 2, Wis.

REMINGTON BOOKKEEPING MACHINE model 285, wide carriage, serial 150,000 like new, will sacrifice. Adding Machine Sales & Service Co., 1100 Prospect Ave., Cleveland, O.

300 SAFES, Underwriters A B and C Labeled. Burglarproof chests, all makes and sizes. You can SELL from our STOCK, write for Price List. Send us your inquiries; we sell to Dealers. Monroe Krasilovsky, 245 Canal St., New York 13; phone CAnal 6-2255.

WANTED TO BUY—USED EQUIPMENT—Speedaumat with cabinets and trays, Graphotype, bundling and tying machines, Pitney-Bowes equipment, Wing mailer. Modern Mailing, 464 Division St., Benton Harbor, Mich.

Addressograph frames—style VV, new condition, special prices; lots of 10,000. Per M lots over 15,000. Business Equipment Co., 160 W. Larned, Detroit, Michigan.

For sale 100,000 "B" Record late style Frames and Trays. Pan American Office Machines Co., 1247 So. Olive St., Los Angeles, California.

FOR SALE—Peirce Dictation machines. All in good condition. Write for serial numbers and quotations. Eaton Stationery Co., Plainview, Tex.

WANTED—Burroughs or N.C.R. Bookkeeping and Billing Machines, Calculators, Comptometers, Adding Machines, etc., any style. Quote complete description and best price. AMERICAN BUSINESS MACHINES, Inc., 573 Broadway, New York 12, N. Y.

VARITYPERS, IBM's, all kinds office machines sold, bought, wholesale, export. All Languages Typewriter Co., 119 West 23d St., N. Y. CH 3-8086.

CASH FOR NIAGARA BX2M and A. B. Dick 90 Mimeographs and late model Underwood and Royal typewriters. Housel, Box 13, Basking Ridge, N. J.

KARDEX, ACME, all makes used visible filing equipment. Thousands of reconditioned cabinets, panels, books, always on hand. Special service and prices to dealers for purchase or sale. Get our quotations. Chas. S. Nathan, Inc., 548 Broadway, New York 12, N. Y.

VISIBLE EQUIPMENT bought, sold and exchanged. We specialize in rebuilt Kardex, Acme and International Visible Factograph cabinets, as well as other makes. Write and tell us what Visible equipment you need or have for sale. Special prices to dealers. Heineman Office Equipment Co., Dept. OA, 4 N. 8th St., St. Louis 1, Mo.

LARGE AMOUNT used Visible Cabinets, KARDEX, ACME and RAND. Variety of sizes and styles. A-1 condition, very reasonable. Eversteel Equipment Company, 69 Spring Street, New York 12.

TWO 10-DRAWER IBM Card Filing Cabinets (STEEL AGE) . . . Model 92 Mimeograph. Wanted: Pitney-Bowes Folder . . . Vari-typer . . . Varsity Services, Austin, Texas.

VISIBLE EQUIPMENT SPECIALISTS for over 25 years. We buy and sell all types of cabinets such as Kardex, Acme, Postindex, Yawman & Erbe, Cardineer, Wheeldex and Ledger Bookkeeping equipment, all sizes. Write or wire us for your needs. Stanley Goldman Co., 401 Broadway, New York 13, N. Y.

KARDEX, ACME, POSTINDEX, ETC.

SPECIALISTS IN VISIBLE Filing Equipment for 30 years. Full cooperation offered to dealers on sales or purchases. All equipment thoroughly rebuilt and guaranteed. Commercial Card System Co., 135 Grand St., New York 13, N. Y.

OA's Press-Time Bulletin

Late and Important News for Our Readers

ACE FASTENER CORPORATION MAKES APPOINTMENT: It is announced that M. E. Zook is now covering the Midwest territory for Ace Fastener Corporation, working out of Kansas City, Mo. Mr. Zook is well known in this territory, having traveled in it for the past 13 years. He formerly represented Rockwell Barnes Company.

NSOEA BEGINS SURVEY OF OPERATING COSTS: The National Stationery & Office Equipment Association planned on January 25 to begin its annual survey of current dealer operating costs in this industry. Survey forms are already in the hands of dealer members, who have been requested to supply the Research Division of NSOEA with statistics from their recently completed fiscal year. The association has promised publication of its findings early in the summer.

HARTER SALES MANAGER DIES: Office Appliances has been informed that J. A. "Al" Sweeney, sales manager of Harter Corporation, died January 6. Obituary details will be published when available.

WILSON JONES SALES SCHOOL NOW IN CHICAGO: All activities of Wilson Jones Sales School, conducted for the sales and management personnel of WJ dealers, are now centered in Chicago, according to an announcement by Vice-President Harold F. Graves who has directed this program for many years. Mr. Graves points out that Wilson Jones' new headquarters in downtown Chicago include modern instruction and demonstration facilities that add much to the comfort of the dealers' men in attendance and the benefits they take home with them. Up-to-date merchandising methods, sales techniques and product knowledge are the principal topics covered by WJ executives.

ESTABLISH BURROUGHS SPECIAL MACHINES DEPARTMENT: A recent announcement by Burroughs Corporation tells of the establishment of a special machines department with headquarters in its New York branch office for pilot sales and installations of new products not yet fully developed for distribution through the company's regular marketing organization. It will function as a home office activity under the direction of Milton E. Mengel, director of product planning. Robert W. McLeod has been named manager, announces Ray R. Eppert, executive vice-president.

HEAD UP NEW PLASTIC BINDING COMPANY: Felix D. Kolben, formerly with P.B.S. (Plastic Binding Systems), Brussels, Belgium, has been elected president of Plastic Loose Leaf, Inc., headquartered at 209 S. Jefferson St., Chicago. William L. Fritz, formerly assistant to the president of General Binding Corporation, is vice-president of the new company.

MARCHANT CALCULATORS, INC., APPOINTS AGENCY MANAGER: Edgar B. Jessup, president of Marchant Calculators, Inc., has announced the appointment of Carl F. Brand to the position of agency manager of the San Antonio, Tex., district office, 405 W. Nueva St.

DEATH TAKES YAWMAN AND ERBE ASSISTANT TREASURER: James L. McGee, 71, assistant treasurer of the Yawman and Erbe Manufacturing Company, died December 29, 1953, in Rochester, N.Y. He had been with the firm since 1919. A complete obituary will be published next month.

EXPECT 216 EXHIBITS AT NOFA CONVENTION: With preparations for the 6th Annual NOFA convention exhibit at Hotel Sherman, Chicago, in full swing, the association expects 216 exhibits. Product knowledge and other vital information will be featured on the May 8-11 Program.

State of the Industry

■ **Geography Revival Needed.** Allen Jackson, CBS radio commentator, in a news broadcast out of New York City recently commented on the fact that today's young people, even of college age, don't know any geography. He pointed to the fallacy of linking up geography with a study called "social sciences" whereas it ought to continue as a separate subject.

Commentator Jackson told of the findings of Prof. Harland Westermann who heads up the geography department at George Washington University. He asked his college freshmen to name the states of the union and only 5% could do it. Of those, only a couple could name three-fourths of the state capitals. Maybe they were only guessing but some college freshmen listed such places as Denver, Sacramento and New Orleans as states of the union.

Perhaps the map and globe manufacturers of the nation haven't done the job they are capable of in the promotion of their products. The home market, apparently, has been neglected. Youngsters haven't been given the proper exposure to the romance of far-off places imparted by the attractive globe or the colorful atlas which should be part of the library equipment of every home, as well as the classroom.

■ **Straws in the Wind.** Discussing new designs in the offing for 1954 consumer goods, Business Week makes this observation in which the office figures:

"For the future, designers see more demand for their services . . . They see a new wave of activity centering around color—not just in TV but in the home, **office** and shop. The nature of our times makes people want bright colors, says one designer.

"Some designers say the next big push of product development will come in **typewriters and other business machines.** Others point to office interiors, and talk of integrated sprinkler, air conditioning and lighting systems.

■ **U. S. Goes to U. K.** The Wall Street Journal declares that millions of dollars are being spent by American manufacturers of office machines in factories and equipment in the British Isles or elsewhere in the United Kingdom.

Prime reason for this "invasion" is declared to be the shortage of dollars with which U. S. goods could be purchased as imports. It is a case of manufacturing machines in and selling from a "sterling" country. In addition to the recent action of the Victor Adding Machine Company setting up manufacturing arrangements in Trinidad, some of expansion moves abroad include:

National Cash Register Co.—Completed a 350,000 square foot plant in England and is installing six million dollars' worth of new tooling to begin stamping out parts this year.

Burroughs Company—A new plant in Scotland will increase its output from Britain by 40%.

International Business Machines Co.—Expects to employ 2,000 men when its new plant is in operation in Scotland.

Underwood Corp.—Expects to greatly increase production at its plant in Brighton, England.

Addressograph-Multigraph Co.—Plans to eventually produce 16 million dollars annually in machines at its English plant as against the present 8 million dollars.

Remington Rand Inc.—Aims at production of 100,000 typewriters annually in England.

Felt and Tarrant Manufacturing Co.—Assembling a new plant in England.

■ **What Kind of a Year?** With forecasters in general, 1954 is still set down in the public prints as being a good business year, below that of 1953 but still above average or normal.

Henry H. Heimman, official of the National Association of Credit Men, makes this analysis:

"On the whole, 1954 can be a very good business year if we work a lot harder, make slight sacrifices and face conditions with courage. However, no scientific forecast of the year ahead is possible conditions of a depreciating dollar, a managed money, a defense or war economy."

■ **Enters Ball Point Field.** Long a hold-out in the ball point pen race, Parker Pen Company has finally brought out its own upgraded product called the Jotter. Larger ink capacity, choice of three ball points and other features are selling points in the invasion of the medium-price pen field.

Page 11. Concluding its Profile of a Dealer series, Office Appliances this month offers the findings from a survey of dealer departments and the use of catalogs. These independent figures reveal that 44% of all dealers sell social stationery, that machine repair facilities and a rental policy go hand-in-hand with most dealers and that about two out of every three dealers take orders for commercial printing and engraving. Regarding catalog selling it is found that 40% of all the dealers use some form of catalog to supplement personal selling. Read the full report of the survey to get the impact of what the majority of dealers are doing as successful practice.

Page 13. Titled, "Don't Forget the Ashes," Zenn Kaufman presents another Act in his Showmanship in Selling. This is inspirational copy for the dealer who wants to be different and exploit the elements of provocative salesmanship.

Page 17. Here begin two timely articles on leathergoods. A dealer tells how he expedited brief case sales and a second story concerns profitable concentration on better-priced lines.

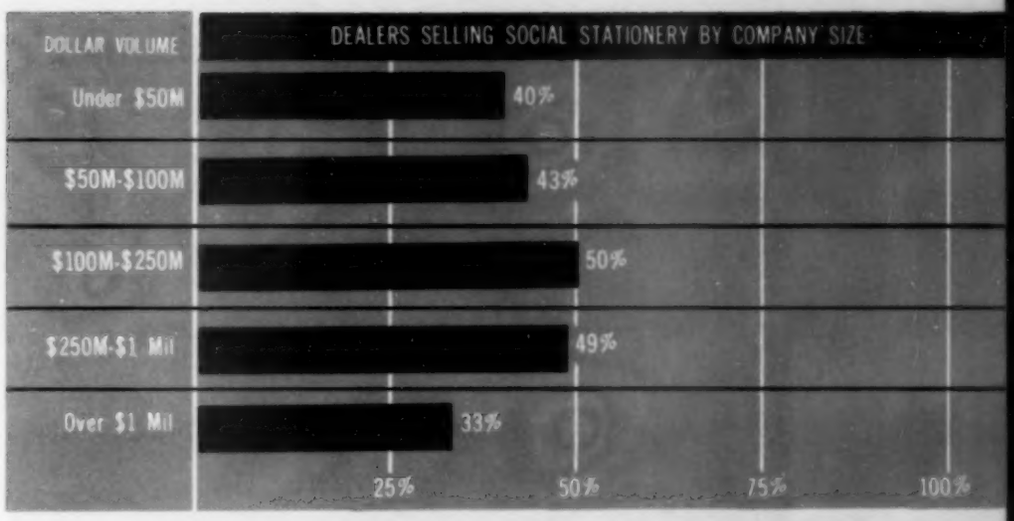
Page 19. W. Sherman Read, 50-year veteran of stationery and office equipment selling, is an honored guest at the old timers' party. He has earned this spot with a graphic recital of progress made in the industry.

Page 29. The use of modular furniture is presented as a solution to Washington, D. C., woes in the "tempos." Today's horde of governmental workers can be housed in the permanent, not the unsightly temporary buildings, if given the advantage of modern equipment, is the argument soundly pursued by Frank Saphir of Art Steel Sales Company.

DEPARTMENTS

Social Stationery

44% of the dealers sell social stationery. About half of these dealers state that they maintain this department primarily as a means of attracting store traffic. Firms in the $100,000-$1,000,000 classes predominate.



Machine Repair and Rental

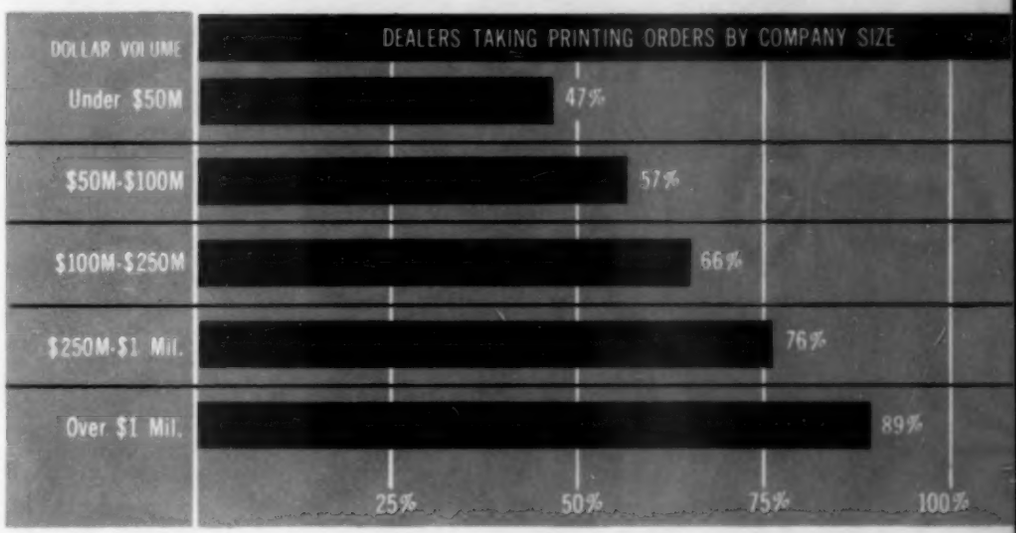
Repair facilities and a rental policy go hand-in-hand with most dealers. This is clearly shown in the accompanying table. This particular department is found in practically all of the small firms.

DEALERS WITH MACHINE REPAIR DEPARTMENTS BY COMPANY SIZE

DOLLAR VOLUME	Machine Repair	Machine Rental
Under $50M	75%	73%
$50M-$100M	72%	72%
$100M-$250M	63%	65%
$250M-$1 Mil.	46%	46%
Over $1 Mil.	29%	24%

Printing and Engraving

About two out of every three dealers take orders for commercial printing and engraving. This department accounts for a large share of gross sales of both small-town and large-city dealers maintaining this department actually own their own plant.



profile of a DEALER

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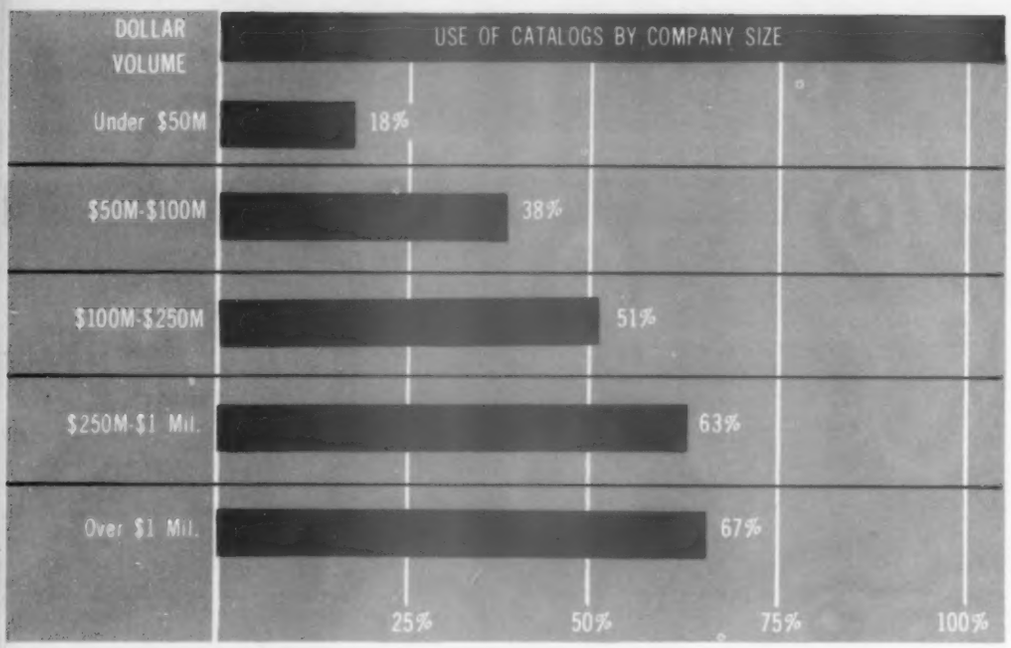
CATALOG SELLING

USE OF CATALOGS BY MAJOR LINE	
Furniture	67%
Stationery	43%
Machines	25%



Does He Distribute Catalogs?

40% of the dealers use some form of catalog to supplement personal selling. There is no important variation by region or by city size. As might be expected, however, the dealers with the largest volume are the chief proponents of this type of merchandising. The graphs illustrate this fact. They also show that companies with their largest volume in furniture use catalogs to a greater extent than companies with stationery or machines as their most important line.

TYPE OF CATALOG USED

Of those distributing catalogs:

67% use a catalog furnished by a wholesaler with the dealer's imprint.

28% print and distribute their own catalog.

22% use a cooperative catalog with their own imprint.

4% obtain catalogs from other sources.

profile of a DEALER

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Showmanship in Selling

Act VII of a Series

by ZENN KAUFMAN
sales consultant

Don't Forget the Ashes!

Ewing Galloway Photo

■ It was said of the late David Belasco that if he put an ash can on the stage it was probably full of ashes. That was probably an exaggeration—but a tribute to his passion for realism—one of the things that helped establish him as a great showman.

When Belasco had a lawyer's office to stage, the bookcase was full of well-worn books on law—arranged exactly as some lawyer had arranged them for his own convenience. When he wanted a show-girl's lodging room located around 52nd St., Belasco would search until he found a fourth floor "walk-up" actually lived in by some girl he considered typical of his star. Then he would buy the room and stage it intact with its shabby furniture.

Had Imagination

This preciseness didn't indicate that Belasco lacked the imagination to create for himself. On the contrary, he once spent $2,800 for books about Japan to give a glamorous, exotic and correct atmosphere to Blanche Bates' acting in "The Darling of the Gods."

The public loves realism. In Shakespeare's day, plays were minus scenery, but even then, the Bard put realism into his productions—such as Anthony waving Caesar's will before the crowd when he told them how much Caesar loved them.

Back in the days of the old silent movies, Roxy capitalized on realism with sound effects — even before the talkies—when, to dramatize a scene in a ship's engine room, he ran a microphone to the boiler room of his own theatre and brought audiences the dull rumble of the engines on the screen.

Real people—real conversations—real places—give first, attention, and second, authenticity. A good example, in reverse, was Gene Tunney who never was popular with the fans because he lacked the atmosphere of a "real fighter." He was alleged to have read books. Hence his unpopularity. The day before the Dempsey fight his camp was visited by a Dempsey scout who reported "Jack — he's a pushover — I seen him reading a book." Associated Press dispatches the next day showed the scout's appraisal to be 101% wrong. But the public never forgave Gene for winning. To the fan he was never a "real" fighter.

You can hardly expect your audience to get into the spirit of your story if you don't get into the spirit of it yourself. Witness Columbia Broadcasting's president shrewdly reading his annual statement to the stockholders over the company's coast-to-coast network. And R. H. Macy's plan to bring to life a pharmacy permit unused for 15 years in order to give authenticity and authority to its rapidly growing line of cut rate drug products. As the adding machine salesman said to his prospect, "These are the little things that count."

In Wilmington, Del., a store that runs "Dime Days" makes sure to give all change in dimes. Never a 50c piece —always five dimes.

To make understandably real the claim that their refrigerator uses no current for 10 out of 12 hours, Westinghouse gave salesmen a pocket watch with 10 hours shaded off on the dial.

Costumed to Sell

A good example within the stationery field was provided by Ivan Allen in Atlanta, Ga., when the firm dressed its clerks in plaid jackets to promote a sale of "Scotch" tape. Shaw Walker put an actual pile of hay into its windows to back up a sign reading "looking for a needle in a haystack?" The copy went on to deal with the value of a good filing system to avoid time lost in looking for misfiled letters.

Peerless Printing Company in Marion,

How's Your Showmanship?

Each month, our autographed copy of Showmanship In Business will be given for the best example of showmanship sent in by a reader of Office Appliances. Tell us of something you've done—or even something you've seen that has helped add that extra touch of dramatic interest.

Ind., used a realistic engine and coal tender built entirely out of office supplies—to back up the theme of "We sell train loads of office supplies." The store found that this display stopped more people than any it had ever used.

Unable to bring the circus parade with him on every call, the late Harvey Mayer, who sold the advertising space in circus programs, carried peanuts with him so that he wouldn't be totally without circus atmosphere.

By actually sending you a specimen check for $150—a check which reads: "Every month for Life"—the Connecticut Mutual Life Insurance Company take its endowment policy out of the realm of intangibility and makes it seem real. It's so realistic, in fact, that few receivers don't sit back and think: "Boy, I wish it were true!"

Had Atmosphere

In New York City, hotel showman Charlie Swafford dramatized the opening of the Hawaiian Grill at the Lexington Hotel by arranging with a telegraph company to call up nearby businessmen, play a few bars of Hawaiian music over the phone, and wind up with a cheery invitation to dance away their cares in the atmosphere of the Hawaiian Grill.

Yet the publisher of a hotel trade paper once told us there was no place for showmanship in running a hotel! This publisher pointed to his own 50-year record of success "without the need of any showmanship." What he was failing to realize was that in the next 50 years the public relations activities of all business, whether or not he joins the movement, will move more swiftly forward.

When Milt Firey, dynamic owner of the Congress Hotel in Baltimore, wanted to dramatize the value of blankets as part of a campaign to cut down pilferage by guests, he built an actual display of blankets in the lobby with price tags to show their value. The sad sequal to this ambitious idea was the unhappy theft of one of the blankets right out of the lobby.

But this was a small loss compared to the results Firey got from his year-round use of good showmanship. He provided further reality by other lobby displays to show exactly what his higher-priced rooms look like—and how they are furnished.

To make customer relations problems come alive, the Sheraton Corporation made transcriptions of actual phone conversations between guests and hotel personnel. When these were played back at training meetings, there was no questioning the management's statement that there was lots of room for improving telephone techniques.

Free—The Showmanship Yardstick

Send a self-addressed envelope for your free copy of The Showmanship Yardstick—a 12-point check list of the elements that make a good show.

What the Courts Say

CASE HISTORIES REPORTED BY ALBERT WOODRUFF GRAY

SALESMAN'S AUTHORITY LIMITED

■ A SPECIALLY MANUFACTURED cash register was delivered and accepted by the customer. A down payment of $50 was made under the conditional sale contract and the balance by 35 monthly promissory notes for $32.50 each.

Later, due to a change in business, the purchaser returned the machine to the seller's office and a few days later received a letter from the seller, "Please understand that acceptance of the register at our office does not mean that it is accepted in cancellation of the contract. In fact, it is being held at your risk."

Later, suit was brought by the seller to collect these unpaid notes and the purchaser set up as a defense that the machine had been returned under an agreement made with the salesman for the cancellation of the purchase contract by this method.

Deciding in favor of the seller and holding that the salesman had no authority to make such an agreement, the court said:

"The only dealing that the purchaser ever had with the seller's local agent was to purchase through it the cash register in controversy. The purchaser learned from the contract of purchase that this local agency could not consummate the sale; that it could only take the order and transfer it to the home office of the seller there to be accepted and filled.

"Mere authority to sell chattels gives an agent no power to exchange them for other property or to take anything other than money in payment therefor or to deliver any chattel or to replace a defective one, even where the agent has authority to sell with a warranty."

* * *

National Cash Register v. Wichita Frozen Food Lockers, Inc., 172 S.W. 2d 781, Texas.

INSURANCE ON CONDITIONAL PURCHASE

■ THE PURCHASER of office equipment under a conditional sale contract was insured against fire loss under a policy which provided for insurance, "To the extent of the actual cash value of the property at the time of the loss but in any event for not more than the interest of the assured."

The equipment was destroyed by fire. The insurance company paid the amount of the payments already made by the purchaser under this conditional sale agreement but refused to pay the amount of the unpaid balance under this contract.

The contract followed the usual form, leasing to the purchaser the designated equipment for a prescribed term with periodical payments termed rent and a provision that upon payment in full title passed to the purchaser.

"In the absence of a contract to insure or to be responsible in respect to the equipment," said the court in its decision, "the conditional purchaser is required to exercise only due care and his obligation is not enlarged or increased by an express agreement to return the articles in the same condition as when received. He is not liable for loss incurred by fire unless the fire results from his own negligence."

A purchase contract of a cash register in this incident however, provided for the payment by the buyer in full irrespective of fire and contained a consent by the purchaser that the seller could insure the property to the extent of its replacement value.

In reference to this provision the Pennsylvania court pointed out, "If the seller procured insurance on its cash register and collected the proceeds the purchaser was relieved of liability, for the seller could not twice collect on the same property."

* * *

McCoy v. Home Insurance Co., 84 Atl. 2d 249, Pennsylvania

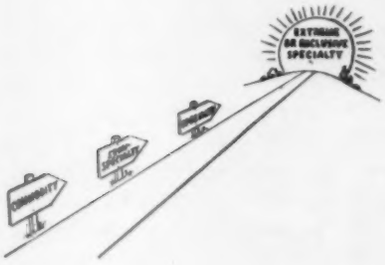
Selecting the Right Name

THE MERCHANDISING PRIMER

excerpts from a book

by BUD WILSON

■ GOOD MERCHANDISING constantly endeavors to change a product from a Commodity to a Specialty — a Specialty to more of a Specialty.



The instant a product is given a name, it has begun its trek upward on the road from Commodity to Specialty.

"What's in a name" for a product? Plenty . . .

Just imagine a land with no brand names. And remember, that means stores, too, because retail service is a product. In a land of nameless products, there would be little material progress because there would be . . .

No guide for the buyer to identify for repurchase the product that gave satisfaction;

No incentive to make a product consistently as good or better;

No advertising;

No mass production;

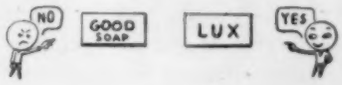
No mass distribution;

No modern American standard of living.

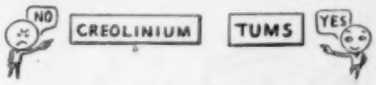
But in happy contrast to this mythical supposition, ours is a brand-name society, wherein there is an incentive to make a product better and to market it better.

What makes a product name **right?**

1. It must be a truly *proper* name, distinctive enough in its individuality to attract attention and to be remembered.

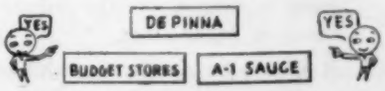


2. It must be simple enough to be *easily remembered.*



3. If possible, it should indicate *what the product does* or does better.
4. It should convey a feeling tone that stimulates *affirmative associations.*

5. It must be a name that will always be *timely.*
6. It should imply the right *company character,* and the *right level of quality or price,* if one of these factors influences the buyer of the particular product.



7. It should be a name that is *easy to pronounce* and will *look and sound right* in advertising and on a package.

8. It must be *legally protectable* against the possibility of competitive infringement.

Closely associated with the Right Name in planning to present a product in the Right Light is selection of the *Right Trade-Mark.* Almost everything that has been said above about what makes a product name right applies to the trade-mark. For, as a diamond has its setting, so is the product name set in or with the trade-mark — to show the name to best advantage and to enhance its individuality by **color** and/or design.

Another important mark of individuality to set the product off in the Right Light is color (and color design) . . .

color of the product
color of the trade-mark
color of the package
colors used in advertising and display.

As covered earlier, color can be used as an impetus to effective association in the mind of the buyer.

Advantage of Color

Color can aid memory and it can help to convey a Feeling Tone. The value of color as a device to help present the product in the Right Light increases with use.

For instance, take the packages of the leading brands of cigarette. Hold them up a good distance from the viewer. He will have no difficulty in identifying the brands. Or ask the subject to relax mentally and to state the first color that comes to mind at the mention of the cigarette brand name. Most people (especially smokers) will respond promptly and correctly.

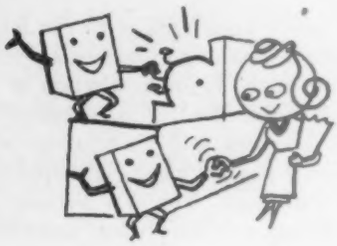
There are, of course, other marks of product individuality, such as slogans

and trade characters. However, although the decision to use a slogan or trade character and the purpose of the device are within the scope of Merchandising, the actual creation of a slogan or trade character is an advertising function, guided by the primary rule of easy identification.

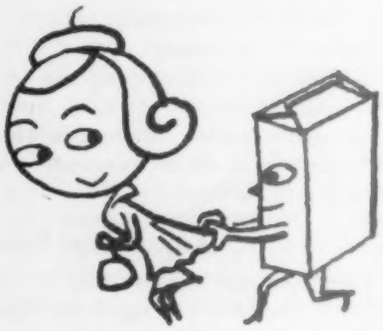
Right Package Styling

The utilitarian aspects of packaging were covered under The Right Product. Now, under The Right Light, we are concerned with the package as a selling implement.

For a good package is more than a container. It is a *silent salesman.* As important as the selling value of packaging always was, it has been multiplied a hundredfold with the advance of self-service in retailing and progress in mail-order selling.

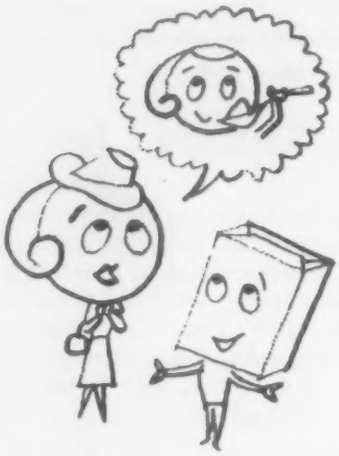


The package has one singular advantage over any other selling instrument. It is *always at the point of sale!* And it can do three important selling jobs . . .

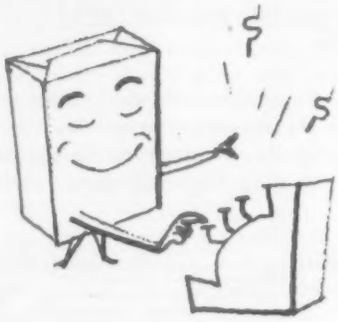


It can remind the buyer to buy again the advertised . . . The package, especially when illustrated in the advertisement, often is the link between an effective advertisement and a sale.

It can remind the buyer to buy again the product that gave satisfaction . . . The package often is the link that joins a satisfactory purchase with a repeat purchase. After successive purchases the package itself becomes the symbol of satisfaction.



It can make a new sale . . . Particularly in a self-service operation an effective package that carries a selling message can ring the cash register.



What are the components that enable the package to do one or more of these three selling jobs?

1. It should be *distinctive* to *make an impression.* Remember that a good deal of the package's selling force is exerted on the subconscious or unconscious.
2. It should be simple to make an *easily remembered impression.*
3. It should make the *right impression* by conveying a Feeling Tone conducive to *affirmative associations.*
4. It should *express company and product character* and imply the *level of quality or price.*
5. It should always be *timely.* Remember that Christmas business is better with a Christmas package and that tandems went out with moustache cups.
6. It should endeavor to *sell!* It should tell by word and illustration what is does or does better. It should, in some cases, advertise other company products. It should bid for buying action.
7. It should *look right in advertising and on display.*
8. It should be *legally safe* against infringement.

Retailer's Package

What about package styling for the retailer whose products are packaged by the manufacturer? Retailing itself is a product — a service product — and the package in which it sells is the store.

Store styling and service-vehicle styling are in effect package styling. And almost all the basic guiding principles of package styling apply to store and vehicle styling.

Of particular interest to the student of Merchandising is the selling function of the package in connection with a product customarily bought in a *Routine* Buying Mode at *Frequent Regular Intervals.*

This would include such products as dentifrices, cigarettes and chewing gum. The most common purchase of these goods is a *repeat* purchase resulting from *subconscious association of a regularly recurring need or want with a trade name, trade-mark, package color or design.*

Four-in-One

The package contains all four . . . trade name, trade-mark, color and design.

A good example of the effectiveness of the package as a selling force is contained in the story of the two-year-old who accompanied her mother to the supermarket for the first time. Seeing her mother pick packages off the shelves and place them in the carrier, the youngster, who could barely talk, let alone read, walked over to the dog-biscuit display and returned to the carrier with the brand of dog biscuit which she was used to seeing in the family kitchen. No hesitation, no conflict in selection. She did not know the brand name, but she knew the package that meant satisfaction and that she and her puppy could trust.

Russell Mitchell Displays Briefcases in Special Fixtures at Johnson's Book Store

How We Expedited Brief Case Sales —A Dealer's Story

by Russell Mitchell,
Johnson's Book Store,
Springfield, Mass.

■ THROUGH STREAMLINING our inventory down to the fastest-moving, most desirable items, dramatizing their appearance through a newly-remodeled department which capitalizes upon maximum display, and taking a sensible attitude toward leather goods as a whole, we have sharply increased briefcase sales in our store.

Use Wall Fixture

The most important major change which we have made occurred last fall when we changed over from a more or less table form of display to the wall fixture shown herewith. This, with three levels above the waist, and some 36 compartments below, is ample to show our entire briefcase stock "at a glance" so that both the customer who is in need of a new briefcase and the potential gift purchaser, is readily attracted.

During the fall remodeling, we determined to increase the visibility of our briefcase display as far as space would permit. Upon experimentation, we found that the display method pictured herewith, with the briefcases slanted slightly to overlap, facing the front of the store, got by far the best results.

The customer can see such fine details as the lock, brass trim, stitching and polish, easily, and each briefcase is readily discernible from the next. With this system we are, nevertheless, able to show many more numbers in the briefcase inventory simultaneously.

Our general policy has been to contrast those on display at eye-level in this way through the color ranges, such as maroon, black, cordovan, russet and natural, for the most pleasing pictures. All of those on display at eye-level are "samples" with the duplicate readily deliverable from the bins below the extended flat shelf at waist-level.

All of our briefcases are kept highly polished, given a daily rub-down, and every metal part attended to as well, to insure that each creates maximum possible impression upon visitors.

Impulse is Factor

Since it is gift purchasers, selecting a present for a man or woman relative or friend in business, who have grown considerably in sales importance, impulse appeal is not an inconsiderable factor in this type of promotion.

Next, we do not, at any time, restrict

the customer from handling our suggested briefcases by placing them under glass, or out of reach. On the contrary, we go all out to make it convenient for the customer to pick up the bag, knead the leather, and operate snap locks, and buckles, to his heart's content.

Examination Invited

In fact, we have developed the slogan "Please Handle Anything" and show this from point to point through the department on 4 x 6 inch white cards, printed in green, which elicit a lot of response from our shoppers. Now, when a woman, for example, feels that the store encourages her to handle merchandise, the chances of selling her are considerably enhanced. The fact that the majority of our briefcase sales are in the better-priced end of the inventory tends to bear this out.

Going farther, we have reduced the department inventory down to fast-moving, much-wanted models and stick exclusively to these. For example, we show some 35 models of briefcases which spread-eagle the field effectually, meet most requests which a customer is likely to bring up, and bracket all price ranges.

Next to the 35 briefcases, we carry some 60 ring books, much utilized in our section of the country by students, businessmen and corporations. We have made no attempt to get into the slower-moving categories of leathergoods such as catalog cases and special-purpose legal cases.

No Special Line

Brief bags, of course, are included in the stock, as shown, but these amount to a comparatively small segment of the inventory. In other words, we are making no attempt to appeal to the specialized type of leathergoods customers, such as the salesman who needs bulky cases for carrying large quantities of literature and material, or odd sizes. Instead, we are selling the "mass market" and have found this to be by far the wisest choice.

It will always be a drawback to briefcase merchandising that the space required is comparatively over-large in relationship to total sales. These are not the fastest-moving items in the store, by any chance, but nevertheless, in order to maintain a profitable turnover, they must have plenty of prominent space in the heavily-traveled section of the store, or results will be disappointing. Therefore, the best-managed briefcase merchandising program must take into consideration that a large amount of square footage must be apportioned, regardless of competition from other items.

Sales Increase

Since switching to this method of display, we have shown a steady increase, not of meteoric proportions, but definitely agreeable. We are selling far more briefcases as gifts, attracting more ring-binder customers than at any time in the past, and we feel that this display and sales method is the nearest approach to equitable balance between space expended and profit earned.—RAL

With Leather Goods

Concentrate on Better-Priced Lines

■ THE PRICE LINES which the office appliance dealer is to feature in business leathergoods should be determined by a thorough-going analysis of the store traffic, according to the Charles G. Stott Company of Washington, D. C.

This, naturally, is already a well-accepted fact—yet it is one which is seldom exploited as it should be, the Stott management is convinced.

"Naturally, the office appliance dealer whose location is primarily in a lower-income district is not going to handle expensive leathergoods, such as briefcases, brief bags, catalog cases, gift leathers and men's leather items," it was pointed out. "However, it takes more than a superficial look at the type of traffic which the store is attracting in order to rule with validity on such a subject."

In the Stott store's own circumstances, it was found, the desire of Washington diplomats to carry the finest in briefcases and associated leathergoods, quickly "rubs off" on visiting businessmen, who have no desire to be over-shadowed in the grandeur of their importance by their Washington representatives. Therefore, a sort of "keeping up with the Jones" atmosphere has been created, particularly where briefcases and brief bags are concerned, and this is one on which the Stott concern has steadily capitalized.

The store is in an excellent location for such capitalization, located on 17th St., near the imposing Mayflower Hotel, Statler Hotel, the Ambassador and other major hostelries which cater consistently to traveling businessmen and political representatives.

A single wallcase near the door of the Stott store display its beautifully turned-out leathergoods, with the emphasis on briefcases. A three-tier case shows approximately 18 choices, all set along glass shelves at a slight angle, so that maximum attention to not only the rich leather, but to the zipper loop, fine stitching and lock, if included, is provided.

A concealed spotlight bathes the briefcases on display in a steady flood of light and because they are contrasted against a dark background, each "stands out" sharply.

"Actually, we are merely following out a jewelry-store theme in presentation," it was indicated, "Showing relatively few choices in briefcases and brief bags, placing the emphasis on immediate eye-appeal and high quality. The net result is that the case sells its wares without the use of price cards, without any sort of pressure on the store's part.

"Many of the men who have dropped into the store to pick up pens or pencils, a few business supplies for keeping in contact with their own businesses at home, have become enamored at sight of a particular briefcase and decided there and then to buy it. We know that this sort of customer is a major factor in our business, and our briefcase department is deliberately priced up with a quality to correspond to meet it."—RAL

Old Timers' Party

W. S. Read Tells Industry Growth in Half Century

W. Sherman Read

■ WELL QUALIFIED for membership in the Old Timers Party is W. Sherman Read of Minneapolis, Minn., who reached 50 years in the stationery and office supply business in neighboring St. Paul on February 2, 1953.

Mr. Read comments about his half century "Fifty years seems a long time when you are looking ahead but a short time when you are looking back."

Now 67 years of age and ready for retirement "before long," Mr. Read says he is "looking for something that will take up part of my time." He has eight grandsons and two granddaughters and says these are his hobby along with flowers and garden. At one time he made a hobby of repairing fountain pens but the market has changed so much that he has abandoned this.

His First Employer

The Edwin R. Williams Stationer, which later became the Edwin R. Williams Stationery & Office Supply Company, was his first employer. He was there about two years and then went to a concern named J. S. Todd Company where he was errand boy and clerk for about a year. After that, he worked for Cushman-Plummer Stationers, who were later purchased by Bertelson Bros., where Mr. Read was their first employee. He spent five years with these firms before going to McClellan Paper Company where he was in charge of the stationery and office supply department and did some of the buying.

When World War I broke out in Europe, McClellan closed the department so in May of 1915 he went to Fargo, N.D., and became manager of a new branch store for the Globe-Gazette Printing Company of Wahpeton, N.D. He was there about nine years, increasing the business from about $400 per month to an $8,000 figure. Between North Dakota politics and the war a bad depression was suffered in that state and he sold out his interest in the business and went to Eau Claire, Wis. to be with the Eau Claire Book and Stationery Company.

Comes Back "Home"

Leaving the Eau Claire firm in 1926 because of illness in the family, Mr. Read came back to Minneapolis where he worked four years for the Farnham Stationery & Office Supply Company. In March of 1931 he went to the St. Paul Book & Stationery Company, where he has been ever since.

We'll let Mr. Read take the story from here on, commenting in interesting fashion on his 50 years in the office supply business. The words are his with only minor alterations:

Horses Recalled

Many changes have been made in not only this line but in all phases of life, most notably in transportation. I have seen the oxen disappear and the horses take their place. I have driven the horses that operated the horsepower threshing machines. Then, when the first steam engines were used, they still had to be moved from place to place by the horses. Soon the horses were replaced by a traction engine to pull the threshing machine but horses were still necessary to draw the water tank. Horses were in their heyday at this time, as they were used both for work and carriages.

"In the early 1900's we began to see horseless carriages now and then—about as often as you see a horse now. The first automobile I ever rode in was a one-cylinder Brush car that had wooden axles, no windshields and no top. The car that was most popular in those days was the old White Steamer,—if you could afford one. They used to say that it took 15 minutes to discover what the trouble was when it stopped and an hour to repair it. But the gas-driven cars took an hour to find out what was wrong and only 15 minutes to fix. The argument in favor of the old electric car was that it ran so quietly that it didn't scare the horses.

Grew Up on Farm

I spent my early life on the farm, as you can tell from my references to the threshing machine, and came to Minneapolis to live at the age of 16. I did a few odd jobs before I started running errands for the Edwin R. Williams Stationery & Office Supply Company on February 2, 1903, at the enormous salary of $3.00 a week. And I furnished my own transportation—a bicycle.

Errand Boy on Bike

I used two large bags hung on my back, and would deliver perhaps 12 quarts of ink, or two dozen letter files, and many a time a dozen copybooks of 1,000 pages each. On the other hand, I might have to go out with a $.10 drawing pencil, delivering it two miles away. But more often it was a heavy load of two sacks to be taken as far as six miles away—a round trip of 12 miles on my bicycle.

There are very few of the items that I used to deliver that are left in the line now. There was no such thing as loose leaf. Everything was recorded in

(Turn to page 178, Please)

It's the Law of Cold Canvass—
Toughest Part of Selling

Knock on Every Door!

(This article on the hard facts of selling—with commensurate financial rewards—is taken from the Keynote, Monroe Calculating Machines Company publication. It's a recital of what happens from cold canvass to order and demonstrates that while orders don't grow on trees there's adequate compensation for the salesman who is in there pitching from the time he makes his first call until he closes an order. Sometimes weeks of effort are spent on selling a prospect. Atlas Refinery, Inc., Newark, N. J., was a cold canvass call that brought a Monroe CSA sale for Jack Podd. The Atlas people agreed to pose for the accompanying pictures showing typical sequence from first call to order.)

■ WEARING A BIG SMILE and a shine on your shoes and being your own boss as far as time is concerned isn't the easiest way to make a living. Ask any salesman. The personality boy who sells a couple of machines in the morning and goes off to play golf in the afternoon is nothing more than a Hollywood dream of a salesman.

In cold, hard reality, selling is stiff and challenging work, especially in the highly competitive office machines industry. And the roughest kind of selling is the cold canvass.

Walk down a street and pick out any place of business, then go in and try to sell somebody a $250 to $900 machine. That, in effect, is a Monroe cold canvass call. It's a brand selling, full of question marks. What awaits the salesman on the other side of the door?

Has the boss ever heard of Monroe? Will he welcome him with eagerness and open arms? Probably not. Just somebody else with something to sell. Nevertheless, the salesman's job is to prove that this business needs a Monroe machine.

Tips Help Seniors

Most tips or leads received through ads, direct mail and other sources go to senior salesman. They're equal to one foot in the door. The intermediate salesman, however, spends at least 50% of his time on cold canvass where he has to make his own wedge.

A typical intermediate is Newark's Jack Podmajersky. ("Just call me Podd," he smiles.) Jack has a wife and two little girls, some experience in traffic and shipping, three years of college behind him and plans for getting a degree. Just what kind of a living he'll make depends entirely on what kind of a selling job he does. And the cold canvass is a big part of that job.

Jack's day starts with the 6:30 alarm. He's in the office by 8:30 to plan his day for the greatest number of calls, and is out on the road by 9:30 at the latest. How does he decide where to cold canvass?

After he and his senior have developed well in advance a plan of canvassing according to zones, "I take a section and start walking down a street," says Jack. "The rule is to knock on every door. You can't overlook any place because the one you miss may be just the one who'll buy." That means everyone from the blue chip corporation to the fruit stand on Mulberry St.

Almost Passed Up

He recalls one place he nearly passed up. It was in a residential slum section and he spotted a sign over a narrow alley bearing the name of some small enterprise. Jack wound his way through garbage cans and up a rickety flight of stairs. A little later, he came out with an order for an adding machine.

The salesman's first aim is to get the prospect to place a machine on trial.

On cold canvass, a salesman knows little about company he picks. He must enter with idea of helping them, follow rules of salesman's etiquette and find out their problems on first call. Taking machine along invites a quick brush-off.

"Sorry the boss is busy." Receptionists don't like to turn salesmen away because it means one or more call-backs before he gets to tell his story.

"Once you get him to try the machine for his own figure work, half the battle's won," he points out. "From 10 cold canvass calls you might get 10 trials—or you may get none." One trial a day is average; three trials would be a really big day. A salesman should have about 30 trials going to get next week's order.

But the biggest challenge comes when he gets to see the man in charge. What kind of man will he be? Will he be brusk, rude, too busy to give him more than half an ear? The salesman must adapt to any mood. Usually on a cold canvass he knows very little about what kind of work his prospect is doing, or what his needs might be. He must be alert to every detail that might give him a hint as to how a Monroe could be of use to him—an outmoded machine on his desk, a system of cost accounting especially suited to a Monroe, or maybe a system that could be improved by a Monroe.

Must Meet Objections

Once a trial is secured, the salesman must win the operator. She may be a confirmed user of another brand. He must work around her objections, show her how Monroe can do the job better. He must know his machine thoroughly and have the answers at his fingertips. "Then there's the office kibitzer," adds Jack. "He jeers about the Monroe he saw over at such and such a place that was broken down every other day."

A big slice of a salesman's job is instructing. When he leaves a machine on trial he must do a thorough job of teaching its operation so that the machine won't be blamed for something due to faulty instruction. He usually calls back once or twice during a trial to make sure the operator understands.

Takes Paper Work

Only when the prospect shows sufficient interest in the machine will he start working toward an order. If no interest is shown, he must try to work out new short cuts for his figure work. When Jack completes his calls for the day he reports back to the Newark office. "There's a lot more paper work to selling than most people think," says he. A daily record must be kept of all calls, there are trial reports to fill out, names to add to mailing lists for advertising pamphlets, and so forth.

Hurry up and wait is part of selling game, too. Long waits to see the right man consume much time.

Does a salesman make a lot of money? "That depends entirely upon himself," says Jack, "and what kind of a job he does." Jack's looking forward to the day he goes on straight commission, even though "the income would be less secure." If he is sick his pay, of course, will stop and he must plan ahead for just such emergencies. He must learn to anticipate slow seasons. He will find it difficult to get away for two-week vacations, because that will mean loss of sales.

"Worth the Sweat"

A salesman's road is not paved with feathers and down, but Jack Podd thinks it's worth the sweat. "It's fascinating work because you never meet the same type of person or situation twice. You sometimes meet difficult people, but the nice ones make up for it. Just how big a success I make of selling all depends on me and how good a job I can do. It's a challenge—but that's why I like being a salesman."

Happy day when cold canvass finally yields an order. At Atlas it took about a month from first call to day when Raymond Seaman signed blue form. He now uses Monroe CSA in his office, finds it valuable for firm's extra heavy figure load.

***First Prize** in the Master Addresser Window Display Contest went to this window at the Will Hoff Rubber Stamp Corp., Detroit, Mich. The firm was awarded $125.00. Second prize of $75.00 went to the St. Paul Book & Stationery Co., St. Paul, Minn. The $25.00 third prize was awarded the Mercantile Paper Company, Montgomery, Ala. Dealers throughout the county used new display material made available to them last fall for the contest.*

Building Window Displays that Sell

■ WINDOW DISPLAYS are among the most effective, yet inexpensive, forms of advertising available to the small retailer. Carefully planned and constructed, they will work day and night for him, telling customers what his store has to offer and inviting them in to buy.

Unfortunately, many small retailers fail to take full advantage of the potential sales power of their windows. They clutter the windows with too many items, arrange displays in slip-shod manner, light the windows poorly, or make other serious errors. As a result, the windows hurt sales, rather than increase them.

Types of Displays:

There are several types of displays which a retailer can use. Among them are:

1. A DISPLAY OF A SINGLE PRODUCT: In this type of display, only one product is featured. If the product is large, the retailer may display only one unit of it.

On the other hand, if it is small, he may find a massed display more effective. A retailer can use his own judgment, but don't overdo it by just cluttering up your window.

2. DISPLAY OF RELATED ITEMS:

In displays of this type, the retailer features goods that are used together or that are associated with each other in the minds of customers. A sporting goods dealer might build an attractive display of different items of football equipment or articles used by fishermen; a druggist, a display of sick-room supplies, a grocer, a display of picnic items.

3. A DISPLAY OF A LINE OF GOODS:

The retailer may create varied displays of this type. He may display one of each item sold by his store, or, as is more often the case, he may display different makes, qualities, sizes or colors of the same product. An apparel store owner, for example, might create a display of boys' sweaters of different styles, makes, sizes, and color.

4. A DISPLAY BUILT AROUND SEASONS, SPECIAL EVENTS:

The changing seasons and special events, such as national and local holidays and local celebrations, provide the retailer with numerous opportunities for effective displays. The nearing of fall, Christmas, Easter, the start of the baseball season—the list of opportunities is long. By keeping watch on the calendar and his daily newspaper, the alert retailer can find many opportunities for timely window displays.

Some other types of displays which the retailer can use are ones featuring store services; displays showing how an article sold in the store is manufactured, and general interest displays, such as one showing the growth of the community and the store since the store was founded.

Obviously, not every type of display is suitable for use by every retailer. In determining which type to use, the re-

***This fixture could sell anything** believes William D. Cross, Black & King, Inc., office supply retailers of Everett, Wash. Shown with a globe display, the turntable fixture revolves slowly from 8:30 a.m. to 11:30 p.m. every day. Every type of merchandise tried on the fixture has sold beyond his expectations, states Mr. Cross. An electric motor powers the unit, which is set to turn on and off with store window lights.*

tailer must take into account the nature of his business, the size of his merchandise, the size of his windows, the type of customer to whom he appeals, and other factors. In general, however, a retailer can use most of the types, varying them to fit the needs of his own store.

Fundamentals of Window Display:

In planning any type of window display, there are certain fundamentals which the retailer should keep in mind, for they mean the difference between effective and ineffective displays. Among these fundamentals are:

1. DRESS WINDOWS FROM THE CUSTOMER'S POINT OF VIEW:

This means displaying the items that customers want at the particular time that they want them. It means displaying new and timely merchandise, not items that the retailer wants to clear out of his store. Since customers lose interest in items that are on display too long, displays should be changed frequently. Most retailers, particularly those in large city neighborhoods and small towns, should change their displays once or twice a week. Food store displays may have to be changed even more frequently, in order to keep fresh items on display.

2. TIE DISPLAYS IN WITH THE STORE CHARACTER:

Window displays should be tied in closely with the over-all store policy. If the store appeals to persons in the lower-income brackets, its window displays should appeal to that particular group. If the store stresses service, that should be the underlying theme of its displays. The display windows should be a true mirror of what the customer will find inside the store.

3. CREATE A BALANCED EFFECT:

If a display is to be pleasing to the eye, it must have balance. That is, the merchandise displayed on one side of an imaginary line down the center of the window must appear equal to the merchandise displayed on the other side of the window. The merchandise does not need to be arranged exactly alike on each side, but the over-all effect must be one of equality.

4. USE COLOR TO GAIN INTEREST:

Skillful use of color is a means of catching the customer's eye and creating in him a desire for the displayed items. The brightest colors in the display should be those of the featured items. The other colors should harmonize with those of the featured items or should accent the items through a pleasing contrast. Neutral or contrasting colors generally are best for backgrounds.

5. PROVIDE ADEQUATE LIGHTING FOR WINDOWS:

Experience has shown that the better-lighted the window, the more customers it attracts.

Concealed lights are preferable, for they will not shine in the eyes of customers attracted by the displays. Spotlights and colored lights, also concealed, can be used to center attention on particular items. In most communities, the local electric light company will be glad to give the retailer expert advice on window lighting.

6. KEEP WINDOW DISPLAYS SPOTLESSLY CLEAN:

An otherwise attractive display can be marred by dust and dirt. The outside of display windows should be washed regularly. The inside, as well as the items displayed, should be dusted as frequently as is necessary. Merchandise should never be allowed to remain in the window until it is faded or soiled.

7. STATE PRICES OF ITEMS:

As a rule, it is wise for the retailer to indicate the prices of displayed items. If prices are not stated, many shoppers are reluctant to enter the store to examine the merchandise. Prices, however, should not be emphasized, unless they are the store's basic appeal.

8. USE THE STORE NAME IN DISPLAYS:

In this way, customers who inspect the displays will see the store name and associate it with the items displayed. Should they later wish to buy any of the items, they will then remember more easily where they saw them displayed.

Plan Windows in Advance:

No matter how small his store, the retailer should keep a calendar of the displays to be used in the future. This will enable him to plan the displays in advance, gathering materials and ideas for use in them.—GNS

Office Secretary Attracts Attention

■ "NOTHING ATTRACTS like life or its simulation," said the manager of the Gaffaney-Shipley Stationery & Office Outfitting Company, Bismarck, N. Dak.

"Most stationery firms cannot afford to purchase models, but they can secure the loan of one from a department store. We were able to do this for the simple courtesy of showing a card with the firm's name, saying, 'Clothes you need for the life you lead.'

"We arranged a completely fitted-up office, with secretary sitting at a desk, on which was a complete desk set. In addition there were a typewriter stand and machine, several types of office files and executive chair, and several appropriate pictures on the wall.

"The figure drew interested attention and in stopping to view it all had the opportunity to see the latest in office furniture and equipment. A fashion model is far more effective than the cut-out models used by many firms for it enables one to visualize himself in his own office, fitted out in a smart, modern manner."—WBS

Modern Art Decor . . . *About to hang a "mobile" unit constructed from adding machine parts to their department's Christmas tree are Jody Sholes (left) and Irene Sommet. The girls, employed by the Clary Multiplier Corp., decided parts of business machines would make attractive (and inexpensive) decorations.*

Venus Trademark 50 Years Old . . . *At the 1954 sales meeting held in Princeton, N. J., management of the American Lead Pencil Company and its national sales force celebrated the 50th anniversary of the use of Venus de Milo as a trademark and the name Venus as a brand name for pencils and pens. Richard Lewisjohn, Jr., president, and George Grumbach, vice-president, are shown cutting the cake while a golden Venus watches.*

Reward for Safety . . . *Weis Mfg. Co. recently received the award pictured here from the Michigan Mutual Liability Co. for having 330,000 man hours in its wood division without loss of time due to accidents. This is considered an outstanding achievement because of the dangerous type of machinery used in wood working. For the entire plant, Weis has had 490,000 man hours without loss of time due to mishaps.*

"Art in the Office" . . . *The first complete exhibition of an executive office to be presented in an art gallery, was recently shown at the Downtown Gallery, 32 E. 51st St., New York City. Chosen for the display, which showed the growing trend among executives to integrate office comfort with beauty and a touch of individuality, was the Do/More executive posture chair, Model 628. The paintings shown are "Facade at Night" by Karl Zerbe and "The White Church" by Walter Meigs. Edward Wormley, designer for Dunbar Furniture Corp., did the executive desk.*

the Ad-Viser

by Irving Settel, authority on retail advertising

CO-ORDINATED CAMPAIGNS ADD VOLUME

■ Sales promotion can be defined as any activity which contributes to the selling of merchandise within a retail store.

To achieve consistent volume of sales of merchandise, it is essential for every office appliance retailer to co-ordinate his buying, his promotion and his selling. Sometimes, he accomplishes this unconsciously. However, success that will be lasting is a result of planned sales promotion which eliminates margins for error and disastrous mistakes.

All selling activities must be designed to do a specific job, each of which becomes a part of the large picture of sales promotion. Advertising, newspaper, radio and direct mail contribute considerably. The result is a conglomeration of separate forces combining to enact a better and more orderly performance in increasing your sales.

Good Campaign Defined

Many retailers run sales without plan. No thought or design builds a sound foundation for the event eliminating possibility of failure. Instead, haphazard action results in haphazard sales. What, then, makes for a successful promotion? How can a merchant be fairly well assured of a good investment for his advertising expenditure?

Our answers can be found in the following example which illustrates some of the sound principles of effective and co-ordinated promotion:

1. Let us assume that we decide to run a sale in order to move certain specific merchandise from our shelves. Our problem is to get people into our store, to sell them, to satisfy them and retain them as customers.

2. We draw up a detailed plan of proposed sales promotion campaign. This means careful co-ordination of all advertising and selling.

3. Our first problem is to determine our basic appeal. What shall be the theme which will be carried through all of our advertising? Any one of 100 ideas may be used. For example, any one of the following may be acceptable:

a. An anniversary sale. ("Our birthday, but you get the presents.")

b. A store wide clearance. ("New stock arriving. Help us to clear our present stock. You will be rewarded by the savings.")

c. A profit sharing week. ("One week only, you share our profits.")

d. New customer sale. ("We're looking for 2,000 new friends so we offer these special buys.")

Work on General Plan

4. We work on a general plan for the sale. We determine the advertising appropriation. We decide upon dates, store hours, and so forth.

5. We plan our newspaper advertising. How shall we handle the campaign? Shall we use the "teaser" technique or shall we hit hard with one large ad? Should we use all newspapers in town? The answers to these questions must be answered by the individual retailer. Each problem is solved according to personal requirements.

6. We organize our *direct mail advertising*. We decide to let our regular customers know about the sale by sending each one a postcard. We decide, at the same time, to spread the news to others with a simple leaflet. In both cases, we shall try to co-ordinate the newspaper with the direct mail advertising. We shall use the same theme throughout.

Radio Spots Do Job

7. We write our *radio advertising* to link up with newspaper and direct mail. We try, wherever possible, to increase the frequency of our radio spots. We shall use 22-second spots and one minute spots. For these can do the job effectively and economically.

8. In addition to the above, we shall make every attempt to get *free publicity*. We stop in to see our local newspaper editors and request news stories of the store and coming sale. We might supply interesting information about how the institution began or operates.

9. Within the store itself, plans are made to promote the sale. The windows are prepared with merchandise. Items are chosen representing the biggest mark down in price. We prepare large price tags with old prices crossed off and new prices lettered in. Large window signs and streamers in color are made. They will do an effective job of attracting passer-by trade. In the store, streamers and banners are strung up along the ceiling. The entire store appears to wear a festive dress befitting the occasion.

10. We prepare the sales personnel for the sale. Meetings are arranged to discuss plans for action. Enthusiasm and support are solicited. Possibly contests are started or larger commissions offered. Show the employees the proposed plans so that they become thoroughly acquainted with every aspect of the sale. Show them the newspaper and radio advertising. This will show them how to approach the customer.

Plan Work in Advance

It is impossible to cover every detail necessary to promote successful sales promotion campaigns. It is important for every sales manager to utilize his own experience and foresight. Work should be planned as far in advance as possible. Ads can appear in advance. As the sale day approaches, the intensity of advertising increases.

When the big day finally arrives, a smashing series of ads appear in the newspaper. The radio blasts away. We attempt to arouse a maximum amount of interest to get potential customers into the store. Once they are in, the salespeople carry on from that point to consummate the sale.

At the close of each day of the sale, it might be wise to analyze the day's results. How were the sales? What were the reactions of the customers? Successes and failures are noted. Plans are revised to afford greater opportunity for successful operation.

Co-owners Gene D. Aris, left, and E. C. Allen pause by a furniture display to discuss store problems.

The Complete Service

Spokane Office Supply salesmen suggest lay-outs, maintain client's reserve stocks

Building Furniture and Supply Sales

■ THERE'S PROFIT in services rendered to the businessmen-customers. The proof of this statement lies in the impressive sales volume built in approximately four years' time by Spokane Office Supply Co. in Spokane, Wash. Since they joined their capital and talents in 1948, co-owners Gene D. Aris and E. C. Allen have built their original two-man office supply operation to their present volume requiring the services of some 14 individuals including the two owners. The partners' original $10,000 inventory has increased to a figure several times as large; and sales have increased correspondingly.

Two services in particular have been responsible for building sales volume, the owners agree. These are (1) an intensive outside selling coverage and (2) an office lay-out service for prospective buyers of office furniture and appliances.

Spokane Office Supply Co. operates in a city of about 160,000 population. Spokane is also the hub of the area known as the "Inland Empire" with a total estimated population of 750,000 in eastern Washington and parts of adjoining Idaho, Montana, and eastern Oregon. However, since distances between cities are comparatively great, the owners do not feel that the potential returns justify the traveling expenses of sending sales representatives outside the Greater Spokane area. Instead, they have found it profitable to concentrate an intensive selling effort on business owners of the city. Their sales crew for this purpose counts seven individuals including Mr. Aris. The service mechanic for office machines is also included in this number.

Know Customer's Needs

"By giving thorough sales coverage we provide our customers with a service which they appreciate," Mr. Aris explains. "We relieve them of the problem of maintaining their office supply stocks at the required amounts by keeping in close touch with each customer's changing needs. Our sales representatives plan their visits so that they call on each customer approximately once a week. Besides maintaining a regular sales volume of routine office supplies in this manner, we are able to learn about changes or remodeling plans of customers that may include purchase of new office appliances or furniture."

The sales program of Spokane Office Supply is keyed closely to the interests of business firms rather than to the general public. About 90% of the sales are made outside the store, and 99% of them are made on credit. The store is located on the fringe of the shopping district where there is not a great deal of shopping foot traffic. While the owners welcome drop-in trade they have no ambition to develop that kind of operation or to stock the kind of merchandise that has appeals to the general shopping public. They feel that under the circumstances it would reduce the effectiveness of their office furniture and supply services.

This conviction is reflected in their advertising policies, Mr. Aris notes. Last year they spent about $7,000 for radio advertising, including a daily news broadcast that they co-sponsored with a non-competing firm. In their

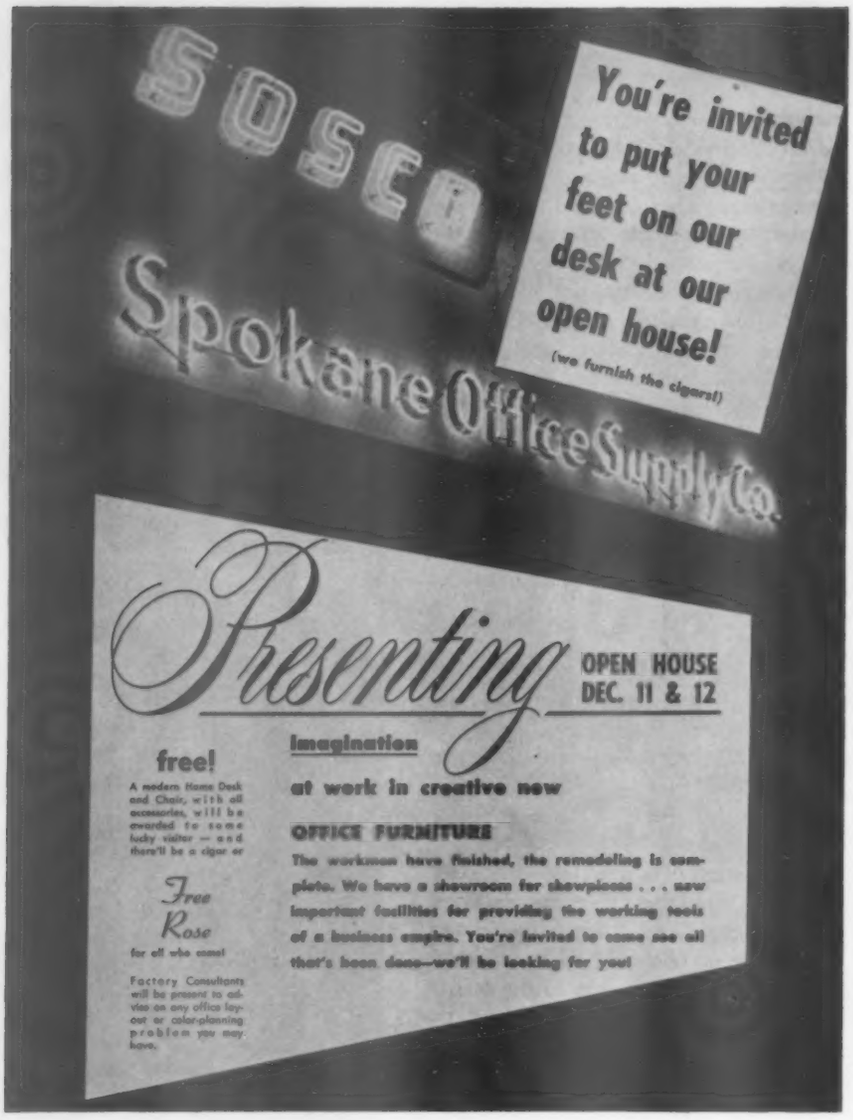
commercials they were careful not to advertise specific office furniture or stationery items that might attract non-businessmen. They confined themselves instead to advertising that was primarily institutional. The program had excellent results in making their firm better known to Spokane business owners, and often smoothed the way for their sales representatives.

A lay-out service that the owners have recently introduced to prospective buyers of office furniture and appliances has had excellent preliminary results, they report. In the first three cases where it was offered it resulted in sales; consequently it will be utilized as extensively as possible in the future.

Requires Dealers Help

Although this special layout service is provided by a manufacturer, it requires the full co-operation of the dealer. This is provided in cases where a prospective buyer is considering a fairly extensive remodeling of his office, or installation of a new one. For such prospects, Spokane Office Supply takes measurements and has detailed drawings made up of the offices in question. These are then mailed in to the manufacturer's representative in Portland, together with information about the prospect's personal tastes, whether he would

At Spokane Office Supply . . . *TOP: A model office featuring steel furniture. CENTER: A model office featuring wood furniture. BOTTOM: An attractive display just inside the front entrance.*



***Open House** . . . Announcement invites customers to visit the newly remodeled showrooms during a two-day open house.*

prefer decidedly modern or conservative decoration, his age, idiosyncrasies, and so forth.

From such information the representative prepares a detailed lay-out including not only the furniture and appliances but some suggested decorating materials. This is submitted by Spokane Office Supply together with its bid price on the office equipment and materials.

The service is worth the effort, particularly for the larger jobs, Mr. Allen notes. In one case, they sold a bank a $24,000 remodeling job despite the fact that their bid was several thousand dollars higher than a competitor's. Completed jobs also are used to interest prospective buyers in a similar project, as office furniture and equipment have even greater sales appeal in a tastefully decorated office than they do on the dealer's sales floor, the owners believe.

Mr. Allen and Mr. Aris have even sold themselves on a remodeling job on their own store, which was recently completed. The store is still designed to interest primarily the businessman-customer, and the owners anticipate a substantial sales increase as a direct result.

NOFA Prepares for 1954 Convention in Chicago May 8-11

■ HOTEL SHERMAN in Chicago will be the scene of the eighth annual National Office Furniture Association Convention Exhibit on May 8, 9, 10 and 11.

Executive Director John Gray announces that 216 booths will feature the latest designs in office furniture and equipment. The exhibit area, he points out, is open from one end to the other, providing a continuous "flow show," making it possible to see the many exhibits at a glance.

Because of the success of last year's sessions devoted to supplying the answers to the problems facing the office furniture industry the "workshops" will be repeated this year. There will be a group for dealers, another for manufacturers and a third for manufacturers' representatives. These will convene simultaneously on Monday, May 10, at 9:30 a.m.

Other sessions will be devoted to merchandising, employee relations, insurance, sales promotion, sales training, operational costs and other industry trends.

With the completion of an extensive remodeling program, Hotel Sherman is adequate in arrangements for such a convention. Those planning to attend are urged by NOFA to make their hotel reservations at once.

Space-Saving Equipment Could Save Mall's Beauty

Modular Furniture Can End "Tempos" in U. S. Capital

Beauty of Memorials Oft Hidden

■ The American taxpayers spent millions of dollars in Washington, D. C., to erect Government buildings with ornate carvings to set them apart. But temporary buildings, commonly called "Tempos," were erected during World Wars I and II have remained to house governmental employees while spoiling a magnificent view of classical columns and stately architecture.

A solution to the problem, alleviating the terrific cost of erecting new permanent buildings, has been advanced in the office equipment industry.

Makes Suggestion

Frank Saphir, Washington representative of Art Steel Sales Corporation, in a recent letter to Joseph Burger, Art Steel president, made such a suggestion. He said:

"I wonder if you know the story of the 'Tempos.' Briefly, during World War a few temporary buildings were erected in Potomac Park. These buildings remained in use after the war and when World War II came along additional structures were erected.

"There is constant agitation for the removal of these buildings as they ruin the Washington scenery and are contrary to the planning of the city. In addition, the people who work in these buildings are subjected to extreme temperatures as most of the structures are not air-conditioned and during the hot spells some 20,000 people have to be sent home every day.

Could Absorb People

"Recently GSA came up with some figures for the cost of replacing the 'Tempos.' It would appear to me, however, that an accelerated furniture replacement program in the permanent buildings, using modular furniture, could absorb the people in the 'Tempos.' Also, there is constant reorganization and moving around of agencies and the costs of taking down and erecting new partitions is terrific.

Quotes Advantages

"Aside from the preceding reasons, the modular furniture would provide reduction in noise, greater privacy and hence greater security of classified correspondence."

Such a program of modular furniture use to save not only money but also the beauty of Washington's famed Mall, has peak interest to other manufacturers in this industry as well as Art Steel Sales Corporation.

The battle against the "Tempos" has been raging for years with the *Washington Evening Star* spearheading the campaign editorially.

One article quoted figures given by the GSA showing that the maintenance cost per square foot is considerably higher for the "Tempos" than for the permanent buildings.

A View Spoiled

The newspaper pointed out how Uncle Sam is "spoiling a view" from the west window of the Washington Monument by the temporary buildings, some dating back to World War I, that infest the park area in the vicinity of the Lincoln Memorial.

Despoiling the Mall, conceived as a magnificent central park for the nation's capital, are temporary buildings housing 1500 employees of the Defense Department, 145 Federal Commission workers and 360 Commerce Department workers.

Similar is the story concerning the District World War Memorial which a grateful citizenry erected to its daughters and sons who served in World War I. Erected in a grove of trees in Potomac Park, the Memorial's beauty is depreciated by the ugly temporary buildings. The grove of trees on the south bank of the Reflecting Basin of the Lincoln Memorial had to give way to the temporary structure and thus the Greek Doric memorial dedicated on November 11, 1931, fails to reach its full beauty because of the flimsy temporary buildings that flank it.

Agree on Blight

Washington officials are agreed that the temporary buildings are a blight on the city and should be torn down but are concerned about where to put the Federal employees who will be displaced by such a move.

That's where the idea comes in of more efficient utilization of office space through the procurement of modern office equipment, or more specifically, space-saving modular equipment.

Such equipment, it is argued by men of this industry, would make possible the utilization of present permanent buildings for the housing of employees who now work in the ugly structures unsuitable for the hot summers common to Washington, D. C.

The industry apparently could profitably rally around the idea set forth by Art Steel's Frank Saphir.

Don't let yesterday use up too much of today.

—Brake Shoe Yardsticks

Installations

At the First National . . . *Joplin Printing Co., Joplin, Mo., specified walnut desks by The Leopold Co. and chairs by the W. H. Gunlocke Chair Co. in genuine walnut. Upholstery is varied, with some chairs in saddle tan top grain leather, and the side arm chairs in dark green Wayland grain leather. Betty Barnum, manager of furniture sales for Joplin Printing, handled the installation.*

Remodeled Brokerage . . . *In keeping with the smart, up-to-date appearance of the Associate Brokers' newly remodeled offices in Detroit, Mich., are the all-steel desks and other equipment made by Invincible Metal Furniture Co.*

For Insurance Co. . . . *Empire No. 1558 clerical desks are quickly put to work in this installation by the Mississippi Stationery Co., Jackson, Miss., for the Standard Life Insurance Co., also of Jackson. The desks were made by the Hoosier Desk Co.*

Ranch House Styling . . . *The Farm Credit Building, built in the California manner in Fresno, is the new home of Fresno-Madera Production Credit Assn. and the Fresno National Farm Loan Assn. The offices have been carefully furnished by the Office Equipment Bureau, Fresno dealers. The general and accounting offices feature Art Metal's Century line desks, aluminum chairs and speed-files. A battery of five-drawer files in back of the three-drawer files, forms a T-shape.*

Executive Quarters . . . *Office of the secretary-treasurer and directors' room has a folding partition in between. Featured here is a Stow & Davis executive desk with a credenza in back of it and a directors' table.*

Another Area . . . *Art Metal's Century line desks and aluminum chairs are a feature of this section occupied by the Fresno National Farm Loan Assn. The private office of Julius Rupp, secretary-treasurer, features a Stow & Davis conference desk like the one pictured above.*

Installations

Private Office . . . *In the newly furnished offices of the Falstaff Brewing Co., San Francisco, Calif., one of the main features is an executive desk manufactured by the Jasper Desk Co. Morgan & Barkley Co., San Francisco, handled the installation.*

General Office . . . *Morgan & Barkley Co. also specified Jasper desks for use in the general offices at Falstaff Brewing Co.*

Reception Area . . . *When Stewart Office Supply Co., Dallas, Tex., recommended furniture for the Preston Village Branch of the Dallas Federal Savings & Loan Assn., chairs and tables by the Stationers Mfg. Co. were chosen. Colorful Madagaska plastics were used, the fabric weave adding warmth and informality to the homey setting.*

Bank Department . . . *In this section of the Preston Village Branch, Stewart Office Supply installed Standard Furniture Co. 4900 group desks with overhanging back. The chairs were made by the W. H. Gunlocke Chair Co.*

Private Interview Areas *. . . Staff members of the Bridgeport-People's Savings Bank, Bridgeport, Conn., were having difficulty in handling the number of loan applicants because of the open office areas. To overcome this situation, Raymond E. Long of Long's Office Equipment Co., installed steel Techniplan work stations with 48-inch high partitions with frosted flutec' Linex glass panels. Mr. Long reports that the personnel are pleased with how effectively the modular equipment, made by The Globe-Wernicke Co., not only solved the problem of privacy but aided in stepping-up work-flow.*

Solve Space Problem *. . . H. S. Crocker Co., San Francisco, Calif., recently made this installation for the San Francisco branch of the Aetna Insurance Co. By furnishing Globe-Wernicke Techniplan units, it was possible to replace nine conventional desks with 13 work stations. Horizontal units also were installed under each Techniplan auxiliary desk top so that employees had necessary papers within arm's reach.*

For Milwaukee Library *. . . The Marquette University library in Milwaukee, Wis., features chairs made by The Milwaukee Chair Co. The Northwestern Furniture Co., also of Milwaukee, handled the installation.*

Installations

Private Office *. . . When making this installation at Notre Dame University,* **South Bend, Ind., Marshall Field & Co.** *specified chairs by The Taylor Chair Co.*

Chairs See Service *. . . Cosco office chairs made by the Hamilton Mfg. Corp. recently were installed at John Plain & Co., Chicago, Ill. The Chicago Office Furniture Co. handled the installation.*

More Chairs *. . . In another part of the offices of John Plain & Co. Cosco chairs are put to active use.*

New Appointments

Joins Southern Firms . . .

Hubert Marcia, general sales manager of the Ennis Tag & Salesbook Co., and the American Carbon Paper Mfg. Co., recently announced appointment of Byron Smith (left) as sales representative. He will cover Georgia and Florida, and will make his headquarters in Sanford, Fla. Mr. Smith succeeds Clyde Lowe, who has been transferred to the Alabama and Tennessee territory. Mr. Smith was formerly connected with Virginia Office Supply Co., Bluefield, Va.—CAP

Elevated by Underwood Corp. . . .

Norman D. MacLeod has been appointed national district manager of Underwood Corp. with headquarters in Washington, D. C., it is announced by J. D. Donovan, general sales manager. Mr. MacLeod will be responsible for sales and service to the U. S. Government and its agencies. Formerly assistant district manager, he succeeds J. W. Brownell, who recently retired after 34 years of service. Mr. MacLeod started with Underwood in 1922.

Promoted by 3M . . .

L. E. Larson has been promoted to merchandising manager for tape products according to L. F. Weyand, executive vice-president in charge of tape and allied products at Minnesota Mining & Mfg. Co. For the past 18 months Mr. Larson has been assistant merchandising manager under A. H. Redpath. He joined the firm as a salesman in 1941 and has concentrated on sales and merchandising.

Traveling for Oxford . . .

Bill Ross (pictured) for several years a sales correspondent with Oxford Filing Supply Co., Inc., has been assigned to cover eastern New York State and parts of Connecticut as Oxford sales representative. Harry Armitt, who previously traveled this territory, is continuing to call on dealers in Metropolitan New Jersey.

In National Sales Posts . . . *Carroll F. Talsma (left) of Grand Rapids, Mich., and Leslie Meyer, Poplar Bluff, Mo., have been appointed national wholesale representatives for Clary hand-operated adding machines and cash registers in the dealer sales division. The two appointees, both widely-known dealers in their communities for several years, are pictured on their recent visit to the Clary Multiplier Corp. main offices and factory in San Gabriel, Calif.*

Named J. B. Carroll Co. Official . . .

C. N. Cahill has been appointed vice-president of J. B. Carroll Co., Chicago, announces President J. B. Carroll. Mr. Cahill has been vice-president and general sales manager of the Gits Molding Corp. of Chicago for the past 13 years, previous to which he was general manager of Autopoint Co. and was connected for many years in sales and management capacities with other firms.

Manages San Francisco Office . . .

The appointment of Walter R. Ross as manager of the San Francisco branch office of the Corry-Jamestown Mfg. Corp., has been announced by Ralph E. Larson, vice-president in charge of sales. Mr. Ross joined Corry-Jamestown in August, 1947. He advanced in the ranks and served as supervisor of sales training until his appointment as manager of the San Francisco branch.

Represents Kol . . .

Miss L. G. Day was recently appointed representative of Kol., Inc., in Missouri, Kansas, Iowa and Nebraska. The details of this appointment were given on page 161 of the January issue.

New Royal Manager in Albuquerque . . .

J. M. Fox, a former typewriter salesman in Portland, Ore., has been promoted to the position of district manager of Royal Typewriter Co.'s Albuquerque branch, it has been announced by J. D. Farr, office machine sales manager for the company. Mr. Fox was with Royal in Portland for four years before his current promotion.

George W. Oliver . . . (right), president of the Office Executives Association of New York, Inc., accepts a check from David E. Griesemer, chairman of the association's 1953 National Business Show committee. Proceeds of the exposition, held each fall in New York as an OEA project, are devoted to educational, research and study activities, which include a continuing survey and analysis of modern management techniques.

Faces Out of the Past from Gene Mitchell's Scrapbook. See Accompanying Story for Key to Pictures.

Way Back When in Midwest Selling . . . By GENE MITCHELL

Long ago, your correspondent, while making his rounds on business trips, took time out to make photographic records of some of his friends of the industry. Now, we are reproducing some of these snapshots to refresh memories in our industry of fond association with these folks.

1. As a starter, we select one of our genial past governors. Recognize him? When this was snapped he was stationery buyer for Goldsmith Book & Stationery Company, Wichita, Kans. He is **Earl Scott,** today a partner with Ralph Bauman in Bauman Office Equipment Company, Wichita, and still active in 8th Region affairs as well as Wichita's local association.

2. And while showing Wichita folks, we follow with two whom many of us remember most fondly—**Bob Johnson,** owner of the former Johnson Press of Wichita, now known as Duke, Inc., headed by Earl Duke. On the right is the late **Herman Cast,** another of our past-governors and, at the time of this photo, vice-president of Western Lithograph Company.

3. Moving along in Kansas, we come to (on the right) the late **John F. "Jack" Eldon,** manager of the old Peabody School Furniture Company, Topeka, now known as Thatcher's Inc., and headed by Phil Thatcher. On the left is your correspondent, **Gene Mitchell.**

4. We go on to Kansas City, Mo., to find **Al Kastman,** at that time Kansas City representative of John Brain's Omaha School Supply Company, Omaha, Nebr., and now an officer and part owner of Hoover Bros., Kansas City, Mo.

5. Then jumping way up north to the 7th Region, we picture a friend for years of many Midwest Travelers, the late **George Colborn,** then president of Colborn School Supply Company, Grand Forks, N. D.

6. Back to St. Louis, Mo., and we find **Frank W. Palmer, Jr.,** president of Levison & Blythe Manufacturing Company, which firm your correspondent represented in the Midwest at the time these photos were made.

7. Another prominent 7th Region member is **M. W. Knoblauch,** Farnham Stationery & School Supply Company, Minneapolis.

8. And here is a really prominent and interesting group known to most all of us—the **Bob Valleau** family of St. Paul, Minn. Daughter Mary (now Mrs. Vic Lydon), son Tom and father, Robert B., and mother, Clara, comfortably seated, and the family pet was not to be left out.

9. Presenting the first picture of this series to be snapped: **Rudy Johnson,** Omaha Stationery Company, Omaha, Nebr., with **Carl Kaufman,** retired sales representative of Speed Products Company. Look familiar?

10. And now we show one which should be quite a surprise to our governor, John Brain, Jr., of Omaha. It is one of my cherished old photos and shows Johnny's father, the late **John Brain, Sr.,** and his sturdy auto. At the time Mr. Brain was president of Omaha School Supply Company, Omaha, Nebr.

11. Another surprise and we hope the subjects see it. A group from Carpenter Paper Company, Omaha. Left to right are **Mandy Huesner,** now manager of Carpenter's, Des Moines, Iowa; **Miss Anne Hermanek,** then secretary to **Al Charleville,** who is on the right of the picture. Anne is still a Carpenter employee. Mr. Charleville has since retired from active business after many years of loyalty to his firm.

12. As a finale to this series—**Rudy Johnson,** Omaha Stationery Company, and your correspondent, **Gene Mitchell,** following our morning coffee together. Rudy bought it.

OA Editorial

Prosperity Doesn't Need War

◆◆ IT WAS SOMEWHAT of a novelty for this nation that a new year dawned without a "shooting war" involving our young men. There was opportunity, too, to dispute the delusion that prosperity can come only on the basis of a wartime economy.

War, contrary to the thinking of many persons, destroys rather than creates wealth. It is a waster of young men, of a nation's productivity and its natural resources.

It has been said that the same expenditures and energies which the United States has dedicated to three wars in the present century could have rebuilt every home in the land, constructed superhighways, created parks, erected public improvements of every nature, built innumerable schools so badly needed at present and wiped out most disease.

Only the illusion of prosperity is created by war through its demand for wasteful work, enforced scarcities and the sheer velocity of money in circulation.

Enduring prosperity can come only in the peace that creates lasting wealth in building and not in destruction.

We're Not Standing Still

◆◆ THIS FEBRUARY ISSUE OF OFFICE APPLIANCES is presented in two sections with the annual OA Buyers Index offered in addition to the regular edition of the stationery and office equipment industry business journal.

The 1954 OA Buyers Index has been improved in step with OFFICE APPLIANCES' progress during this 50th anniversary year. New sans seriff type is used in the alphabetical and trade name sections, a face adapted to the uses of the largest and most representative directory publications in the nation. Many additions have been made to the classifications and trade mark sections. A new convenience for the Buyers Index users is the inquiry card section inside the back cover. These cards enable dealers to easily query manufacturers for additional information about wanted lines.

OFFICE APPLIANCES doesn't believe in standing still as a publication. We want to live up to our "Half Century of Progress" slogan and we will make other improvements this year and during those to come. Our 1954 efforts will be climaxed with the June 50th Anniversary edition. There are pleasant surprises in store for this industry. Manufacturers are planning their space requirements now in order to take advantage of the high reader content and the extra circulation which will be offered in this anniversary edition.

Business Paper Advertising is Big Business!

◆◆ NO LONGER IS BUSINESS paper advertising a "small potatoes" operation. Instead, it is a great and potent selling force capable of doing a unique selling job at the trade level.

This is something that the nation's advertisers have discovered while seeking the maximum of selling help that their expenditures for space can deliver.

The latest reports available on advertising volume tell a significant story which briefly is this: America's advertisers invest more money in business paper advertising than they do in all the nation's weekly consumer magazines combined.

Printer's Ink (September 4, 1953) reported an expenditure of $325 million in the consumer weeklies. That's a huge figure. But the nation's manufacturers seeking to pin-point their messages topped that outlay with $40 million more when they were buying their business paper space.

It may be surprising to some, too, that business papers realized an advertising income in 1952 that came within 10% of matching the $400,000,000 spent for network television. That figure is especially startling considering the high cost and the popularity of the video medium.

OFFICE APPLIANCES has kept step with, and in fact has been ahead, of most merchandising publications in this and other industries. This business publication rated TENTH in advertising volume among all merchandising publications, according to the last figures compiled by Industrial Marketing, and FIFTH among such monthly publications.

It all adds up, we believe, to recognition of OFFICE APPLIANCES by the advertiser as a publication playing a vital role in reaching the man behind the counter. There is increasing awareness, we believe, in the importance of concentrated selling effort in this key publication and voice of the industry.

Every day, there's a million dollar's worth of proof nationally that business paper advertising works for the product involved.

Pointing Up the Lead Pencil Market

◆◆ ACCORDING TO Don Wharton in a recent Saturday Evening Post article, Americans consume a billion and a half of lead pencils each year, about one a month for every man, woman and child.

That's a big market, one brought home to a huge audience in the colorfully illustrated Post article.

But to this industry it isn't news when Mr. Wharton points out that the wood-cased pencil market is a substantial one that "has never been seriously threatened by the invention of fountain pens, mechanical pencils, ball point pens or typewriters."

These products all have a definite place in the stationery and office equipment industry. But the lead pencil, glamorous in its heritage, older than any of its competitors among writing instruments, continues to march on in the classroom, the newspaper copy desk, the housewife's kit and the stenographer's notebook.

A primary reason for the lead pencil's continued popularity along with its utilitarian advantage has been the continued use of advertising by the manufacturers. OFFICE APPLIANCES is proud to have carried the messages of most leading lead pencil makers through its 50-year history.

This advertising will not decrease, on the contrary it is gaining in volume. For example, Advertising Age in the December 28 issue, points out that the American Pencil Company's advertising budget for 1954 will exceed $250,000. Current plans call for a schedule featuring the company's Velvet pencils, the backbone of a line that includes more than 3,000 different types of pencils.

Other wood-cased pencil manufacturers including Joseph Dixon Crucible Company have ambitious advertising programs. They, too, are conscious of the importance of space in business papers to help keep dealers alive to the continued demand for one of the staple products of our industry.

***Rewarded with Hermes** . . . Joyce Sebastian, 13-year-old pupil at Jahn School, Chicago, receives a Hermes Rocket typewriter from Jack Weiner (right), owner of Belmont Typewriter Sales & Service, and Jim McDonough of Central Typewriter Exchange. Lee Sterling (left), Hermes Typewriter Co. regional manager, watches the presentation in behalf of the Typewriter Guild stores of Chicago to the youngster, who was rewarded with the Hermes in a recent Tootsie Roll contest.*

Scranton Stationer, 85, Still on Job

John Reynolds, associated with Reynolds Bros. Stationers, Scranton, Pa., for the past 63 years, observed his 85th birthday on December 15, 1953. The veteran Scranton stationer continues on the job every day despite his age.

Mr. Reynolds founded the business with his brother, the late David Reynolds.—GET

Map Plans for Polio Drive in New York

John E. Mossman of Desks, Inc. and Seymour L. Nathan of Charles S. Nathan Company, chairman and co-chairman respectively of the Office Furniture and Equipment Division of the 1954 Greater New York Appeal of the National Foundation for Infantile Paralysis, met with their committee at a luncheon conference on December 3, 1953, to map plans for an industry-wide appeal.

Members of the committee are Larry Clark, Dancker & Sellew, Inc.; H. A. Clemetsen, Office Furniture Warehouse Company; Walter Diamond, Walter Diamond Office Furniture Company; Daniel Fox, Macey-Fowler, Inc.; James Kalbert, Clark & Gibby, Inc.; William Madden, Madden & Company; Bernard H. Nemlich, Regan Office Furniture Company; Daniel Waldner, D. Waldner Company; Oscar E. Widman, Desks, Inc.; and Irving Kramer, David Kramer, Inc.

The appeal is geared at raising a fair share of New York's $4,000,000 goal—54% more than ever has been raised locally.

Mr. Mossman and Mr. Nathan express confidence of full support in their industry of the drive. "The prospect of finally conquering polio is indeed bright," said Mr. Mossman. "The necessary funds must be raised to speed a polio victory."

Omaha Stationer Heads Executives' Association

The Omaha Executives' Association has recognized the attributes of leadership possessed by Herb Rummelhart by electing him as the current president.

Herb ran the gamut of all offices and committees before arriving at the top of the heap.

In Omaha he is president, also, of McGeath Stationery Company.

RHINO TYPEWRITER RIBBONS

Our original founders insisted from the very beginning that trading down to competitive levels was putting the cart before the horse.

Make intrinsically superior products and watch them find their own markets — was their idea, and still is our idea. *We put first things first.*

PANAMA-BEAVER Ribbons and Carbons are blueprinted and manufactured by skilled technicians cleaving to a careful formula — no guesswork, no mass-production concessions, no deviations from our time-honored custom . . . *Quality First!* Thus do PANAMA-BEAVER materials hold the favor of executives, secretaries and purchasing agents who measure economy by results!

PANAMA-BEAVER
Ribbons and Carbons

Coast to Coast Distribution

MANIFOLD SUPPLIES CO.

188 Third Avenue Brooklyn 17, N. Y.

CARBON PAPERS HECTOGRAPH UNI-MASTERS INKED RIBBONS

Putting

FIRST

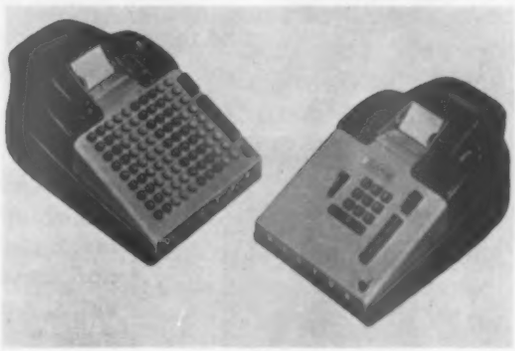
things first

NEW EQUIPMENT AND SUPPLIES

DESK COMPANION

Cole Steel Equipment Co., Inc.
285 Madison Ave.,
New York 17, N. Y.

Illustrated is one of the firm's desk companions, the No. 20X. A desk height office unit, it contains, a secret vault for personal records or valuables, plus a ball-bearing, letter file drawer, both of which are protected by an outer door with lock and key. The top is high-grade linoleum with fine aluminum edging, 17½ x 19 inches deep. The unit is 30½ inches high and is finished in baked enamel finishes of olive green or Cole gray. Also in the line is the model No. 10X, same as the 20X but with two storage compartments for personal use and the 30X, featuring the secret vault along with a drawer for small cards.



CUSTOM MODEL MACHINES

Victor Adding Machine Company,
3900 N. Rockwell St., Chicago 18, Ill.

Victor custom adding machines with the Select-O-matic feature come in 22 basic models. The addition of this feature will permit operators to obtain Select-O-matic totals and sub-totals by merely depressing the add bar. Of, if preferred, they can print both totals and sub-totals by using the dual total key. It will also be possible to interchange both methods at will, using one for totals, the other for sub-totals. Styled to meet every business need, the new line of machines will be priced slightly higher than the regular custom models.

STEEL FOLDING CHAIR

Lyon Metal Products, Inc.,
Aurora, Ill.

Featured on this steel folding chair is a ¾-inch Goodyear air-foam seat pad, covered with durable upholstery in sienna brown. The frame and back are enameled steel. Combining comfort with good design, the chair features a curved back, tailored to fit body conformation and a wide, deep, curved seat. A channel steel frame is used to withstand strain and live rubber feet are attached to the legs to protect floors and prevent slipping. Available in the 17-inch standard and 18-inch dining table heights, the chair comes in a walnut or taupe colored frame and back.

LEATHER DAVENPORT

Loblein of Kent, Inc.,
Kent, Ohio

Illustrated from this firm's line of furniture is the davenport No. 922. It provides an ample width of 82 inches, a 35-inch height and 38-inch depth. All the firm's furniture is made with full web construction, eight-way hand-tied springs and hair and cotton filling. Cushions are made with Marshal springs and cotton, with foam rubber available at additional cost. The furniture frames are hardwood, double-doweled, with hand-screwed corner blocks. Metal bracings are used where necessary to enforce against hard usage. Nailhead trim is optional and choices of leather colors include all the traditional colors plus dark, bright and pastel shades favored by decorators. Finishes are available in hand polished leather, smooth glove and textured effects.

TIME TABLE RACK

Halverson Specialty Sales,
1219 W. Chestnut St.,
Chicago 22, Ill.

This rack is specially designed for displaying train schedules, road maps and similar size literature. Although only 27½x15 inches and 36 inches high, this unit has ten tiers with a capacity of over 60 pieces of literature. Each tier is tilted backward to prevent overhanging and is 6¼ inches high in front and 9¼ inches in back. Construction is of extra-heavy gauge steel and the finish is gray hammerloid enamel.

Here it is!

the new Smith-Corona SUPER

with . . .

KEYSET TABULATOR!

A BRAND NEW *addition* to the line of famous portables! An added luxury model in the Smith-Corona line. With the finest Keyset Tabulator to be found on any portable. Operation procedure is simple.

★ ★

Now more than ever Smith-Corona is the finest line of portable typewriters in America. It has long been a dealer favorite – because it costs less to sell, less to maintain. Now with the "Super" the line is better than ever.

★ ★

The "Super" will soon be advertised nationally. See your Smith-Corona representative and get your share of this business by selling the complete line of Smith-Corona portable typewriters.

FAST and FOOLPROOF—

To set: (1) move carriage to first selected tabulating location. (2) Press down SET key to set a tabulator stop at selected space. (3) Following steps 1 and 2, set as many stops as needed. (4) Now tabulate by pressing down the TAB key.

To clear: (1) If you wish to clear only one tabulator stop, move carriage to that location and press down CL (Clear) key. (2) Continue to clear individual stops in this way. (3) To clear entire tabulating set-up at once—move carriage to extreme right, hold down CL key and depress the TAB key.

Every bit of the tabulating process is done from the keyboard. No reaching or stretching.

Smith-Corona Inc Syracuse 1 N Y Canadian factory and offices: Toronto, Ontario.
Makers also of famous Smith-Corona Office Typewriters, Adding Machines and Cash Registers, Vivid Duplicators, Ribbons and Carbons.

1400 LINE FILES
All-Steel Equipment Inc., Aurora, Ill.

Available again from this firm is the 1400 line of non-suspension files. These files offer advantages of sturdy construction of heavier gauge steel, reinforced drawer side rails with four roller bearings for easier drawer operation and adjustable trigger-type followers. Drawer handles, label holders and rods feature a brushed chrome finish and the files are available in baked enamel colors of green or dawn gray. Sizes available are four-drawer letter or legal sizes and three-drawer letter size with two drawers compartmented for 5 x 3-inch or 6 x 4-inch cards.

BALTIC SERIES
Jasper Office Furniture Company, Jasper, Ind.

Featuring Finnish modern motif, this line of open stock deluxe executive office furniture is exemplified by the No. CF8078 conference desk. Measuring an ample 78 x 42 inches, the desk provides three overhanging sides, brass ferrules and hardware, a framed-in top, unobstructed knee and foot room, an inset back and picture frame design of the drawer front area. Other pieces in this group include a basic executive flat top desk, a credenza, basic work table, a bookcase, a cellerette and in the design stage, a consultation desk. To blend with various decorating motifs, this series is available in No. 2 suntone walnut, No. 1 brown walnut and No. 3 gray walnut. The desk front, back and sides are all straight grain hardwood veneers.

GIFT PEN SET
Flo-Ball Pen Corporation, 5356 Riverton Ave., North Hollywood, Calif.

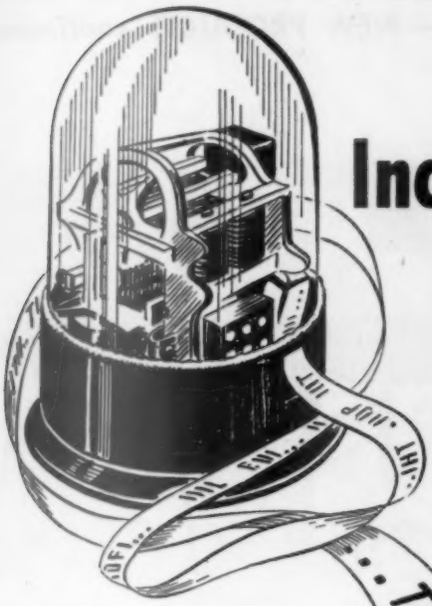
This pen set, packaged in an attractive gold and brown cardboard box, comes complete with extra refill and 10-year guarantee. Easy to mail, the complete set retails for $2.50 each.

GIANT RIM BASKET
Central Can Company, 2415 W. 19th St., Chicago 8, Ill.

The rolled, giant rim on this steel wastebasket is designed to make it easy to lift and carry and assure a good grasp. Other features of the basket include: the inverted (off the floor) bottom, tapered design, popular size and selection of colors. They will be distributed through customary waste basket outlets.

TWO BRIEFCASE MODELS
Bristol Manufacturing Company, 1870 Morrow St., Green Bay, Wis.

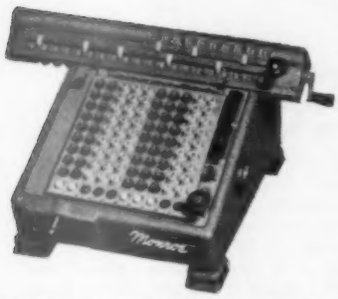
This firm has enlarged its popular line of deluxe quality brief cases, brief bags portfolios and sample cases to include a number of new models at more popular prices, but showing styling like the more expensive models. The No. 2018, shown at the left is made of heavy, long-wearing split leather in 16 and 18-inch sizes, with three interior pockets and specially lined sides. A Crest metal lock is featured on the bag, also, which is available in ginger and suntan. Two views of the zipper opening brief case show another model of the line. Made of four-ounce split leather in 16 and 17-inch sizes only, it is available also in ginger and suntan shades. Features include disappearing handles, two interior pockets and a lining of Tolex.



Increase Your Profit Margin with MONROE

Now, more than ever before, the dealer is called upon to meet the complete business machine needs of his customers. That is why Monroe, with its rotary calculator, its full keyboard adding machine, and its new 10-key adding machine exactly answers the requirements of the progressive dealer who wants a broad line of popular figuring machines. Why don't you play the market safe, and sure, and profitable with Monroe? Just fill in and mail the coupon.

THE MOST COMPLETE LINE



MONROE CALCULATORS Hand and electric; 7, 8, and 10 column keyboards and up to 20 places in answer dials.

FULL KEYBOARD ADDING MACHINES Hand and electric; with or without credit balance; up to 11 column totaling capacity; wide carriage models.

10-KEY ADDING MACHINES Hand-electric and electric models; 11 listing 12 totaling; with direct subtraction and credit balance; also wide carriage models.

MONROE CALCULATING MACHINE CO., INC.
Dealer Sales Division, Orange, N. J.

Monroe Calculating Machine Company, Inc.
Dealer Sales Division, 555 Mitchell Street, Orange, N. J.

All right! Send information about the complete line of Monroe machines and their profit-making possibilities.

NAME _____

BY _____

STREET _____

CITY _____ STATE _____

MIDLINE FILING LINE

Victor Safe & Equipment, Dealer Sales Division, Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y.

Said to be a buy for the economy-minded businessman, this Midline group of files is available in both four and five drawer legal and letter sizes. The new line features quality hardware, an attractive finish, sturdy construction and ease of operation. Dealers can obtain display material and literature by requesting Folder WV 514.

MOLDED PLYWOOD CHAIRS

Rondack Manufacturing Corp., 225 Belleville Ave., Bloomfield, N. J.

Styled in modern, functional lines, these chairs are suitable for offices, schools or institutions. The No. 215, shown at the right, features an enameled wrought-iron frame with curved seat and back finished in natural birch. The No. 315, at right, is available with all-plywood frame or with wrought-iron base. Seat and back are upholstered in plastic tweed. Overall height of both chairs is 18 x 21 x 30 inches.

SLIDING-DOOR CABINET

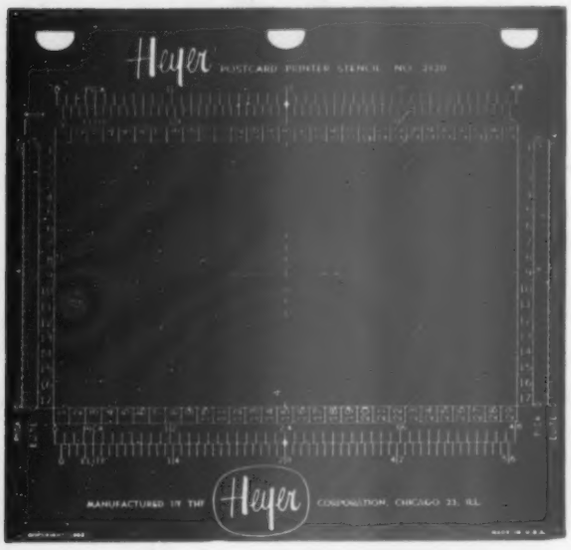
Borroughs Manufacturing Company, 3002 N. Burdick, Kalamazoo, Mich.

Known as the "Desk-Hi" is this latest addition to the firm's line of steel sliding-door cabinets. The 29-inch high unit is available in two depths, 12 and 18 inches, and is 38 inches wide. Practical for use as a combination cabinet and telephone stand, it features sliding doors and a sliding shelf-adjustable without bolting.

BACKPRINT DESIGN

American Carbon Paper Manufacturing Company, Ennis, Tex.

The Official brand carbon, product of this firm, is now newly backprinted. The paper, a semi-plastic coated carbon, is available in three weights and four finishes to meet the various typing needs and preferences. Because of its plastic content, it is said to have a different substance than other papers.



POSTCARD PRINTER STENCIL

The Heyer Corporation, 1850 S. Kostner Ave., Chicago 23, Ill.

This scientifically designed stencil, the No. 2120, is said by the manufacturer to enable inexperienced operators to turn out expert duplicating work on postcards, inventory and record cards, notices and other small forms. The new stencil will fit either Heyer's portable printer or the Cardmaster. Top printed and scaled for either pica or elite typewriters and marked for both horizontal and vertical copy, it is easily attached to the printer by means of newly designed half-moon shaped holes. A register mark in the upper left corner assures correct positioning of the copy on the stencil and correct register on copies.

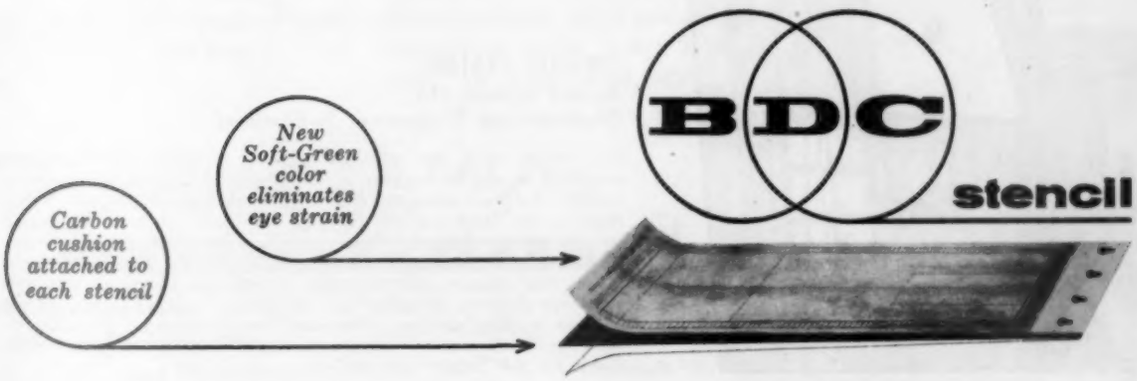
Discover the Revolutionary Stencil

Here is the first genuine stencil improvement since cellulose coatings replaced protein some 30 years ago. Each BDC stencil has its own carbon cushion sheet factory-attached. You never have to save or re-use carbons. Nor do you ever have to insert them. The BDC stencil is ready for the typewriter as soon as you remove it from the box.

BDC also introduces Soft-Green, the new stencil color, that reduces eyestrain and is effortless to proofread.

The exclusive new BDC coating eliminates type clogging and produces the sharpest impressions with all makes of mimeograph machines.

For samples and complete dealer information write Bohn Duplicator Corp., 260 Fifth Ave., New York 1.



BRIEF BAG
Leathercraft, Inc., 2320 S. Western Ave., Chicago 8, Ill.

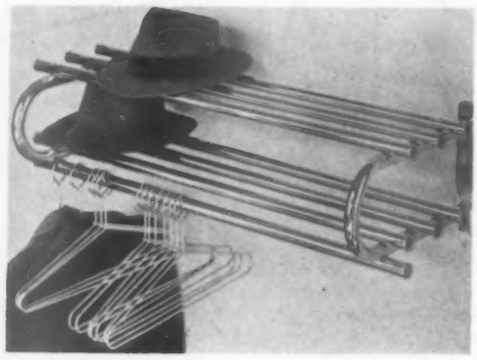
This brief bag, the No. 19, is said to be constructed for long, hard wear. Features of the bag include double handles for added carrying ease, steel-reinforced edges and fine hardware. Top grain cowhide is used in construction and the unlined bag also provides two interior partitions and a drop bottom. The sizes are 16 x 12 inches and 18 x 13 inches, with a 7½-inch expansion. Colors available are suntan, ginger or british brown.

WOOD CHAIRS
Jasper Chair Company, Jasper, Ind.

Illustrated are the chairs, Nos. 304, at left, and 307, at right. The No. 304 series is made in both oak and solid walnut and can also be made in birch. The width overall is 22½ inches, while the overall depth is 23 inches. The No. 307 is available in oak and walnut and provides an overall width of 18 inches and an overall depth of 22 inches. A choice of Naugahyde or genuine walnut is available for the No. 304 seat.

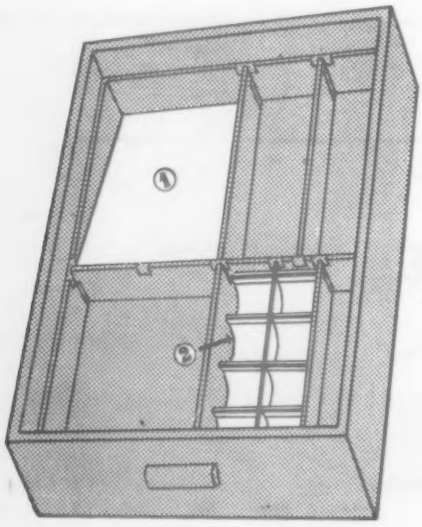
AJUSTRITE DRAFTING CHAIR
Ajusto Equipment Company, 2144 Madison Ave., Toledo 2, Ohio

Said to be an exclusive feature of this chair is the instant adjustment to any height, from low to high, without getting off the chair and without soiling the hands. The adjustment mechanism is guaranteed for 10 years. Seat heights are available in three sizes: from 20 to 28 inches, 24 to 32 inches and 28 to 36 inches. Both back rest and seat are upholstered in Naugahyde in standard colors of green, gray, brown or red, with the two-inch thick seat pad made of two-ply Nukraft rubberized hair and ½-inch foam rubber. Rex Dawson, sales manager, will send a sample chair for a 30 day trial in the drafting room.



WALL COSTUMER
Precision Manufacturing Company, 831 Chicago Ave., Evanston, Ill.

Recently added to this firm's line of tubular steel furniture are wall costumers. These space-saving coat and hat racks are available with either single or double hat shelf. The double shelf models, (illustrated), feature a second hat shelf low enough for a short person to reach. Supports are arranged in multiples of 16 inches to correspond with standard stud centers. Constructed throughout of one-inch tubular steel, they are available in lengths of 24, 36, 48 and 60 inches. They come in high-quality chrome or lacquer finishes in gold or bronze and office furniture colors of gray, green or walnut brown. The unit is shipped knocked down, one to a carton, with screws for easy assembling and mounting on walls.



SEPARIT SYSTEM
Separit System, Ltd., Friedenstrasse 2, Lucerne, Switzerland

This drawer organizer, a patented Swiss invention, (USA patents pending) is said to be easy to assemble and adaptable to a wide variety of drawer sizes and uses. Basic members of the unit, which requires no fastening devices, are vertically grooved hardwood bars in various widths of three, four, five, six, eight, 10 and 12 cm. lengths of two metres, plus metal tab holders. The manufacturer claims that anyone able to handle a rule and small saw can now subdivide drawers, compartments and boxes. Included in the set are colored marking devices, labels and trough-shaped light alloy inserts for holding small objects. National manufacturing and sales rights for the Separit are available.

"Our Tycoon Office Courier THE BOSS!"

...until

TECHNIPLAN

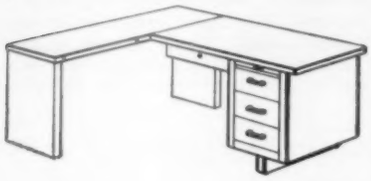
gave him back to the Executive Committee

ORIGINAL ENGINEERED MODULAR OFFICES

HE WAS such an eager, busy-bee operator! He just couldn't wait for our creaky, open-field routine to get into action—so he ran his own errands. This display of bustling initiative was widely emulated, too, with startling confusion and fancy costs.

TECHNIPLAN is Globe-Wernicke original engineered modular office equipment. Standard interlocking and interchangeable components provide work surfaces and complete working facilities to serve every type of office task.

The TECHNIPLAN "L" shaped work station (shown here) assures more worker comfort and convenience, saves time and motions, and requires less floor space per worker; also privacy when equipped with standard TECHNIPLAN partitions.



TECHNIPLAN is modern in styling and finish—handsome and practical.

ANY TECHNIPLAN arrangement can be changed at will, without special tools or skill, and quickly! Interchangeable, interlocking units, pedestals, partitions afford unrestricted flexibility.

FREE-STANDING partitions enclose TECHNIPLAN private offices, executive suites, departmental groups or sections.

ALL THESE and other advantages are solving specific office operating problems for all types and sizes of businesses.

See TECHNIPLAN, get detailed information, at your Globe-Wernicke dealer, listed in classified phone book under "Office Equipment." Or write—Dept. 1-OA.

GLOBE-WERNICKE

Engineering Specialists in Office Equipment, Systems and Visible Records

Cincinnati 12, Ohio

PLEASE GET UP FROM THAT GOLD MINE!

Actual hundreds of Techniplan dealers have found this modern and modular office equipment the means to full-profit sales—and MUCH EASIER THAN THEY ANTICIPATED. In short, they had been sitting on a gold mine without realizing it.

Techniplan has no mystery — no complications—and very little resistance. In fact, its ONLY resistance is some lack of familiarity. That resistance Globe-Wernicke has been and is continuing to eliminate by consistent advertising, such as the adjacent ad.

Techniplan solves specific problems which plague practically every office operation today:

SPACE SAVING
- Up to 25% less floor space per worker
- Better aisles and corridor system
- Less crowding—room for expansion

WORKER COMFORT AND SPEED
- More convenient work surfaces
- Fewer motions
- Individualized task facilities
- Privacy where needed

FLEXIBILITY
- Any desired arrangement
- Straight line work flow
- Changes made easily, quickly

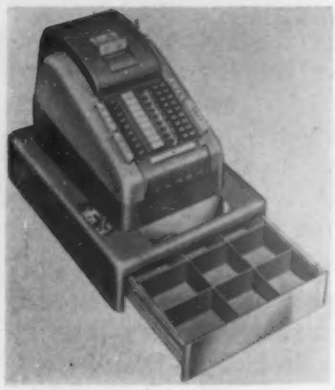
These are advantages that business offices need and want. These are some (not all) of the advantages Techniplan brings. These are reasons why Techniplan installations are easy and highly profitable to sell.

Please arise from that gold mine—the ore is so near the surface!

Sincerely,

E. G. Rahe

Elmer G. Rahe
Vice-President
Sales
Globe-Wernicke



HEAVY DUTY REGISTER

Clary Multiplier Corporation, 408 Junipero Ave., San Gabriel, Calif.

This electrical bookkeeping register, which is for two-total, itemizing and receipt printing, will be available on February 1, and is known as the model 304. Among mechanical improvements are: a new multiple-print printer that provides a clearer and larger type; a rack system replacing a gear system in the printing unit and a simplified drawer opening unit. This register uses two single, inexpensive paper rolls instead of the double wound type, effecting savings for users in supply costs. A flick of the finger is said to convert the machine into an adding-subtracting unit, and with these features, plus the running total, the machine is said to be ideal for inventory work. Delivering a customer receipt, plus retaining a duplicate tape that provides a record of transactions, including cash, paid-outs, charges, received on account and no sales, it is said to be within the price range of the small businessman.

SEMI-AUTOMATIC CALCULATOR

Facit, Inc., 500 Fifth Ave., New York, N. Y.

The semi-automatic calculating machine, the Facit model NE, is a modification of the 10-key-Facit NEA, but is priced at $295.00. Like the firm's other 10-key calculators, the NE provides touch performance of addition, subtraction, multiplication and division, and functions as an adding machine when no tape is required. Division and multiplication are performed semi-automatically. Precision manufactured of high-grade Swedish steel. Rustproof and dustproof, the machine provides safety devices that prevent operation if improper mathematical functions are introduced. The NE is small in size, about the size of a desk telephone and weighs under 23 pounds.

ELECTRIC CALENDAR

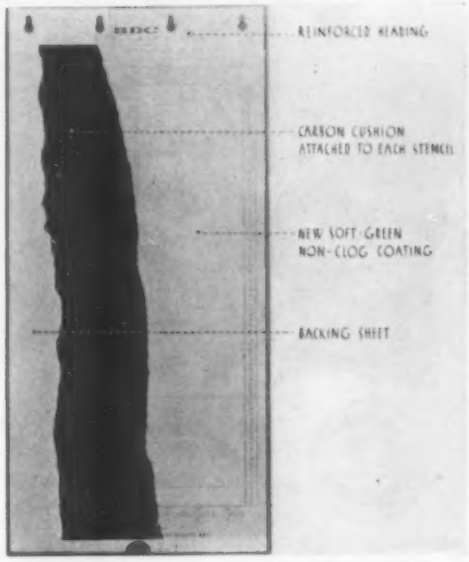
Time Laboratory, Inc., Tecumseh, Mich.

An unusual item is this Adamson Datekeeper electric calendar. A precision built machine, it will tell you at a glance the day, date, month and if the month has 28, 30 or 31 days. The only attention required is that the plug be pulled for one day every four years on the 29th of February. Operating on any 110 volt AC outlet, the calendar is available in either walnut, mahogany or a blond finish.

ROCK-IT CHAIR

Richard, Inc., 204-206 E. 10th St., Coffeyville, Kans.

Now being introduced by this firm is the Rock-it chair, a volume-priced occasional chair with washable Boltaflex plastic upholstery. Designed for use in the home, office or institution, it features a special balance construction as the chair supports are made of carbon steel springs. Automatically adjusting to personal weight or position, so that the user may sit or lounge, the chair also features no-sag springs, using a sisal base cover overlayed with cotton felt, encased in hardwood frames and supported with Tekwood panels. Choices of the knubby tweed pattern or heather tweed in Boltaflex upholstery are available and in a variety of fade-resistant, decorator colors.



CARBON CUSHION SHEET

Bohn Duplicator Corporation, 260 Fifth Ave., New York 1, N. Y.

This B D C stencil has the carbon cushion sheet factory attached in the same way that modern office forms are inter-leaved with snap-out carbons. This feature is designed to save the user effort, since it is never necessary to handle or insert a carbon sheet, or to save the carbon for reuse. Each stencil is ready to type as soon as it is out of the box. B D C also introduces its new color, soft-green, which is said to reduce eye-fatigue. The B D C coating does not require a top film and is said to minimize type clogging.

ALWAC DIGITAL COMPUTER

Logistics Research, Inc., Redondo Beach, Calif.

This electronic brain is said by its developers to do the work of a million dollar computer yet costs only 5% as much. Featuring an internal memory system it works speedily from a long sequence of orders stored in the machine on a rotating drum, whose information may be changed at will. Basic commands are inserted in the unit and answers obtained from it, on electric typewriters and punched paper similar to that used by a teletype. As many as 10 electric typewriters can be attached to the machine at various remote locations. The Alwac is installed in three cabinets, weighing 380, 520 and 500 pounds respectively. Internal fans cool the machine, which will operate from either a standard 110 or 220 volt, 60 cycle, single phase outlet. The computer is sold outright at $48,000 F.O.B., Redondo Beach, Calif.

Here's what you are telling us about RUGGED ROYAL and the advertising

MISSOURI! "The 96-year test is hot. It's the biggest selling point ever on any portable."

CONNECTICUT! "The Rugged Royal Promotion is the best selling idea we've ever seen."

CALIFORNIA! "A customer walked into the store last week carrying a copy of our LIFE ad and said he wanted a Royal Portable. I started to demonstrate it to the customer and was told that wasn't necessary. He said he knew what he wanted. He paid cash."

FLORIDA! "These *Life* ads on Rugged Royal are wonderful. Royal's consistent national advertising is a terrific boon."

PENNSYLVANIA! "The continuity of the LIFE advertising for Rugged Royal is excellent, because it does not allow our customers to forget about this portable. Prospective customers actually are asking to see the portable they saw advertised in LIFE."

INDIANA! "The word 'rugged' is catching on with me. The slogan 'the typewriter of a lifetime for a lifetime' is great."

MORAL IN 3 PARTS:

1. ***"Rugged Royal" are the magic profit words for February!***
2. ***Use your point-of-sale material and cash in!***
3. ***There ought to be more people like the customer in California!***

ROYAL®

RELAXATOR-POSTURE CHAIR

Milwaukee Chair Company, 3022 W. Center St., Milwaukee 45, Wis.

This chair, called the Relaxator-posture executive chair provides several new features for the busy executive. These include: advanced posture design, individual adjustment and self-fitting to provide comfort during working hours, a special head rest and recline-action for the relaxed position. The seat, back and arm rests feature contour-molded Latex cushioning. The chair is available in a wide range of leathers and leather-fabric combinations.

SHOW-WHERE INDICATOR

L. P. Bradley, Jr., 2328 Rockdale Ave., Normandy 21, Mo.

This device, known as the Show-Where indicator, serves both as a locator and a list of most-used telephone numbers. Priced at 49c, it is designed for businessmen who must leave word where they may be reached when leaving their home or office. The dial at the top is turned to the correct number, which corresponds to the written address or phone number. Also practical in the home, it may be used by a baby sitter to locate the family.

QUICK-QUEST FILING AID

Woodall Industries of California, 1970 Carroll Ave., San Francisco 24, Calif.

Called the Quick-Quest, this filing device is designed to be used on the desk top, in a desk drawer or file cabinet drawer. Principal feature is an adjustable position, two-way throw plate which assures the filed material remaining open at any desired point of reference until manually closed. Plate positions can be adjusted in ½-inch intervals the entire length of the base, to accommodate changing file loads. Five standard size models are offered, with special sizes available on order. The filing cabinet drawer capacity can be increased from one to two inches with a Quick-Quest insertion, since the compressor is no longer needed. Retail costs range from $2.25 for 3 x 5-inch cards to $3.95 for the legal file-folder size, with additional throw plates available as separate items.

MAGAZINE BINDERS

Tola Specialties, 554 E. Adams St., Chicago 6, Ill.

This firm is now making a special offer on its high-grade line of durable magazine binders, which are available in green, blue, brown or black in Levant-grained imitation leather. Packaged four to a carton, they are imprinted in gold with the magazines' titles, which are carefully selected for quick turnover in the average community. Additional titles may be supplied within 10 days. Supplied with the binders are counter or window displays free with any initial order of 12 cartons, or a total of 48 covers, and 17 assorted magazine titles. The covers list at $3.95 each, or four for $15.75.

STYLINE STAND

Weber Brothers Metal Works, Inc., 108 N. Jefferson St., Chicago 6, Ill.

Designed for today's heavier electric typewriters, calculators and other office machines, this MS-300 Styline model is claimed by the manufacturer to be the safest foundation for costly business machines. Features of the stand include ample leg room, heavy-gauge tubular steel base in a gray baked enamel hammertone finish, elevator construction that permits shifting from solid, rubber-tipped feet to noiseless rollers, and back, in seconds, and the elimination of sharp edges and angles. An extension leaf is provided for copy work. The skid-proof table top provides adequate room for the machine. Measurements include a 27¾-inch height, 17½ x 22¾-inch top (without leaf) and the leaf itself, 12¾ x 22¾. Shipped flat in a carton, the stand may be assembled in less than two minutes.

The outstanding publishing effort in the history of the office supply and equipment industry.

50th Anniversary Issue

office appliances

June 1954

Marking a Half Century of Progress and recording the rise of a great industry.

OUTSTANDING ADVERTISING VALUES

for office supply and equipment

manufacturers in OFFICE APPLIANCES

half century of progress issue

What This Anniversary Issue Is

For you, this Half Century of Progress Issue is an exceptional advertising medium . . . in which the prestige of a valued and widely accepted business journal's 50th anniversary is combined with brilliant editorial content to generate peak advertising value.

The Half Century of Progress Issue will be the outstanding publishing feat in the history of the office supply and equipment industry. It will record the rise of this great industry —covering stationery, machines, furniture, equipment, and supplies for office use—from a meager beginning to its present-day importance. It will review the changes in merchandising methods and dealer operations during the past 50 years. In addition, it will describe developments that may affect the future of the entire industry . . . particularly in the distribution of its products.

More dealers will find this unique issue consistently *useful* . . . for a longer time . . . than any previous issue of OFFICE APPLIANCES has ever been. It will be used and referred to throughout the trade for years. This overall picture of the industry . . . past, present, and a look into the future . . . will provide helpful data for dealers as well as the large consumers of office equipment.

You have never before had an opportunity to advertise in a stationery and office equipment journal where long life for your advertising seems so soundly assured.

these features will assure your ad of continued results:

SUSTAINED READERSHIP

OUTSTANDING COVER

DISTINCTIVE FORMAT

SPECIAL BINDING

bonus circulation of 2000

Over 13,000 copies of the Half Century of Progress Issue will be distributed. In addition to the 10,609 paid, ABC-audited subscribers, special distribution will include the purchasing officials of the largest firms in the country . . . the top national accounts that are responsible for a major slice of the total market.

why will they read this issue?

Because of the penetrating editorial material (exclusively written for OFFICE APPLIANCES) on the development of office equipment, stationery, machines, and furniture to their present state of usefulness as well as the timely look into the office of the future with its "Mechanical Brain" and original furniture design. And just as important . . . they will be looking for *your* ad . . . to see what your contribution to the industry has been . . . and will be.

This blue-chip audience is yours to sell . . . and sell hard . . . in the Half Century of Progress Issue of OFFICE APPLIANCES.

This bonus is available to you at no increase in rates!

Such outstanding editorial effort plus the bonus circulation merit the very best advertising effort you can produce. Take advantage of this opportunity.

ORDER YOUR ADVERTISING SPACE NOW FOR THE

half century of progress issue

closing dates: May 1 for complete plates
April 26 for ads to be set

OFFICE APPLIANCES

600 W. Jackson Blvd., Chicago 6, Ill., DEarborn 2-3206
100 E. 42nd St., New York 17, N. Y., OXford 7-1887
2633 Military Ave., Los Angeles 64, Calif., ARizona 7-2970

Are You Really Insured Against Personal Injury Damage Suits?

by HAROLD J. ASHE

■ ONE OF THE LITTLE noted consequences of inflation is the sharp rise in the amount of awards for personal injuries. There is a continuing liberality on the part of juries to award damages which, only a few years ago, would have been considered fantastic. Some observers believe this is because jurors feel that the damages come from an impersonal insurance corporation.

It is doubtful, however, if this attitude can be depended upon to save an uninsured office appliance dealer from an unbearable award should he be a defendant in such a suit.

Due in part to the growing complexities of our civilization, the incidence of accidents from which damage suits can arise is increasing. The public appears to be getting more damage suit conscious with the result that those sustaining even the slightest and most superficial injuries rush to court, and often are rewarded handsomely for their efforts.

A Peril to Dealer

This situation is fraught with grave peril for a dealer if he is not insurance conscious, and if he is not alert to the fact that large awards are becoming more commonplace in damage actions.

Where a few years ago $1,000 might be awarded for a particular injury the same kind of an injury may now result in a $5,000 award. There is absolutely no assurance whatsoever that an award will bear any relationship to any other award for a like injury. Almost literally, the sky is now the limit in such damage actions. In this respect a dealer, mindful of today's 53-cent dollar will miss having adequate protection even if he doubles the amount of the nominal insurance he may have had in the past.

As was observed in a court case many years ago: "two things are unpredictable. One is the weather, and the other is the verdict of a jury."

To be really insured against the financial consequences of a damage suit for personal injuries, a dealer needs to consider two, and possibly three, kinds of insurance protection.

Need Liability Insurance

The first is general liability insurance. This covers the legal liability of a dealer to others for accidents in his store. No matter how careful he is in store housekeeping, there is the ever present possibility of an injury being sustained by a customer or other "invitee."

A study of damage suits for bodily injury sustained on business premises demonstrates that accidents can and do occur in the most unlikely manner, and from seemingly the most remote hazards. The human element is always present in such accidents and cannot be discounted in speculating about the possibility of an accident occurring. What would not be an accident hazard to one person may result in injury to another. It then becomes merely a matter of plaintiff's attorney demonstrating negligence on the part of a dealer.

While trying to anticipate accident hazards and remedy them, an astute dealer will not fail to give himself the additional protection found only in a general liability insurance policy. Preventative measures failing, he has assurance he can meet any likely damage award and, at the same time, discharge his moral responsibility to others.

Realism is Needed

The amount of insurance carried should be in line with the realities of present-day damage awards. A policy for $10,000 is woefully inadequate. A $25,000 policy will provide a wider margin of safety, and $50,000 may not be too much to guard against an excessive award.

One suit, picked at random, was filed recently for $31,500 for permanent injuries claimed to have been sustained as a result of a fall on business premises. Another suit asked for $22,000 for injuries involving a fractured leg. Larger suits and awards are not uncommon.

The second kind of insurance protection a dealer needs is against automobile bodily injury and property damage. Not only should a dealer's trucks be covered but also his private cars, including those not used in business. Not infrequently, a dealer buys ample coverage on his business rolling stock, and neglects his personal car, or carries too little insurance on it.

It is well to remember that a damage suit brought against a dealer using his car for pleasure can hit him as hard as though a truck were involved. The law makes no distinction even though a good many dealers do when buying such insurance.

Don't Be Underinsured

It is significant that about one out of four businessmen are estimated to have no automobile bodily injury and property damage insurance. Of those having such insurance, about 30% have only the so-called 5/10. That is, $5,000 for any one injured person and $10,000 for each accident.

With the size of today's awards, $5,000-$10,000 is far too little. It means those so insured are attempting to insure themselves above these minimum amounts. Yet it is the awards above these figures that hurt the most. It should be kept in mind that in losing a damage action, a dealer's business and all other assets are subject to attachment to satisfy the award. He can be wiped out by a disastrous automobile accident as certainly as though a fire destroyed his uninsured business.

Oddly enough, the same dealer who is protected against fire is almost always entirely or partially exposed to possible attachment via an excessive personal injury damage award.

While most of those insured for automobile bodily injury and property damage now carry at least $10,000-$20,000, this is often too little. More and more policies are being written for $25,000-$50,000.

Premiums for higher insurance protection are relatively low. For instance, in one area the basic rate for a private car, non-business use, is $25 for $5,000-$10,000. The excess coverage to $25,000-$50,000 is $13.50 or about 50 per cent more for five times as much coverage. This lower rate for excess coverage is due to the fact that awards are fewer in the higher brackets. But the possibility of such a high award should not be discounted in buying a policy.

Sue for High Figures

Indicative of the size of suits growing out of automobile accidents is one in which a woman sued for $50,605 for alleged injuries to her back, cuts and concussion. In another suit, the plaintiff sued for $950,000 for the death of his wife and for personal injuries resulting from a truck-automobile collision. The jury awarded him $10,000 for his wife's death and $35,000 for his injuries.

This points up the inadequacy of $10,000-$20,000 policies. In another case, four persons joined to sue for $140,000 in damages.

Dealers should not fail to investigate the possible need for a third type of insurance: employers non-ownership liability insurance. If any employees use their own cars in the business, even occasionally, this may be wise insurance protection. Even though employees using their cars in business have insurance, this coverage may be in the lower brackets. In such event, the employer may be named in a damage action.

You have a choice of "REGULAR" or "HIGH-TEST" in these good *Oxford* FILING FOLDERS

There's a place for both folders in your sales picture. For price competition, the 700 line; your quality trade will want the best—the 100 line!

Our 700 line is not an inferior grade! It is made of an excellent Fourdrinier sheet, with good bursting and tearing strength. It is equal to most so-called first grade folders, meeting U. S. Government specifications for Type II folders (UUF-571D).

But for real quality and super-service, you cannot beat Oxford 100 line folders. They meet Type I specifications, and are the best you can buy—a real "high octane" product.

Send for samples and prices today.

Oxford

Reg. U. S. Pat. Off.

FILING SUPPLY COMPANY, INC.

Garden City, N. Y. St. Louis 6, Mo.

How to Write Off Your Accounts Receivable

by HAROLD J. ASHE

■ PROBABLY A GOOD MANY office appliance dealers err in continuing to carry certain accounts receivable on their books as assets long after these have become uncollectible. In so doing, dealers are practicing a form of self-deception. Moreover, they are overlooking the income tax implications of writing off such losses.

As time goes on, a dealer may acquire more and more such dubious assets which artificially inflate his net worth, or at least mislead him into believing his net worth is far greater than it is.

If these aging accounts are allowed to accumulate and increase in total, year after year, the time must come when such so-called assets will be large in relation to other assets, and will distort net worth.

Realistic View Needed

Without relaxing a determination to collect such accounts, a dealer should nevertheless take a realistic view of accounts receivable which are degenerating into uncollectible accounts. At some point, these accounts should be transferred from accounts receivable to profit-and-loss accounts.

As the tax year draws to a close, accounts which appear to be uncollectible should receive final collection efforts. The reason for this is to demonstrate before year-end whether or not such accounts are, in fact, uncollectible.

If these are uncollectible, they may be written off as bad debts and materially reduce the income tax. This, of course, assumes the dealer uses the accrual method of accounting, as he should. That is, the bad debts must have been reported previously as income. Therefore, failure to collect represents a loss.

A final, exhaustive effort to collect certain delinquent accounts is important from an income tax standpoint. This is for the purpose of establishing proof of such debts worthlessness as a condition of writing them off as bad debts. In this connection, it is important to keep in mind that bad debts must be deducted in the year in which it is demonstrated they are uncollectible.

Here Are Provisions

Thus, if a certain debt does not become uncollectible until 1953, as determined by efforts to effect collection, it could not have been deducted properly in 1952; neither can it be carried along until 1954. It must be written off in 1953, and be taken as a deduction in the 1953 income tax return.

In some instances, court action may be necessary as a step toward proving or disproving that a certain debt is uncollectible. However, this is not always required. If it can be shown that a legal judgment would be futile, if obtained, then the creditor is not obliged to go to this expense to justify classifying a certain debt as uncollectible. On the other hand, if no real effort has been made to collect a debt, such an income tax deduction may be suspect.

Occasionally, an account may be written off as uncollectible and be deducted in the income tax return as a bad debt, only to be collected in a later year. This can happen no matter how sound the judgment in determining that an account is uncollectible. In such an event, the collected account must be reflected in the income tax return for the year in which the account is collected.

The Salt Lick

MONTHLY MUSINGS ON SALESMEN AND THEIR PROBLEMS

by L. R. ADDINGTON, vice-president dealer sales, Art Metal Construction Co.

■ THE GREATEST opportunities come to the salesmen of service merchandise when there are no easy orders available. The easy orders develop as a result of a shortage of finished goods, a shortage of raw materials, or an above normal demand.

This opportunity is at the door each morning for the good salesman, because the weak salesman is killed off at the first sign of competition. The first sign of competition is evidenced when buyers start exercising the very natural curiousity and urge to compare prices on what they consider comparable merchandise.

There is a tendency for salesmen to fear competition when competition is actually a good and challenging thing, in that it should deliver better merchandise to the consumer and it should also challenge the salesman to bring the best value to his prospect. But it should also develop the method and technique of showing the values (often hidden) in his office merchandise and service.

There can be an ebb and flow in demand of 10% or 15% but the good salesman's yearly volume need not be affected because of this. He can take up the slack by making one extra call per day and also gain because the weak salesman in his territory drops out of the picture.

A good salesman has a steadfast faith because he knows that he can continue to sell if he has patience, if he plans his effort, and if he works steadfastly. Good salesmen create their own success and do not depend upon the ebb and flow of natural economics as to whether they do or do not get today's natural orders. Getting orders is a completely natural and understandable pleasure as far as the career salesman is concerned, and the elements involved are partially as follows:

1. He should represent a company and a product which has the respect of the people.
2. His products should be ones the people need.
3. The merchandise which he sells should be up-to-date in design, above quality standards and filled with service values.
4. The good salesman motivates, oversees, and creates his demonstrating approach and demonstration equipment.
5. The successful salesman constantly invites customers to observe new demonstrations.
6. The experienced salesman asks his prospect if he understands the application of the product and not whether he has seen it.
7. The competent salesman has confidence.

There is one point that every salesman of office supplies and equipment should believe completely, and that is that in 1954 there will be as many people using and needing his products as there were in 1953, but that the buyers will be more selective in looking for the values.

The most successful quotations in a competitive market are those which contain both the tabulation of the values in the merchandise as well as its current price.

Next Month—Why Do People Buy?

The METROPOLITAN Group gives Texas Dealer a TV-Premiere at KDUB-TV, Lubbock, Texas

* EXECUTIVE OFFICES
KDUB-TV, LUBBOCK, TEXAS

Thomas Brothers Equip Executive Offices

These enterprising Imperial dealers—Thomas Brothers of Lubbock, Texas, scored their TV-Premiere right at home! With THE METROPOLITAN GROUP in Oxford Gray Walnut, they made KDUB-TV's executive offices as modern as telecasting itself. And they can count on calls to repeat this profitable performance—in Texas TV as well as other business circles.

It's no secret how Thomas Brothers — other Imperial dealers everywhere — make more profits by stocking, offering and selling THE METROPOLITAN GROUP. We'll tell you how to do it in your community . . . just write NOW, and ask us!

Here are six of the reasons why YOUR selling job is easier with Imperial wood office furniture . . . six leading publications, all with Imperial's regular advertising schedule, "pre-sell" your prospects for you!

Have you joined COPS?

Imperial desk company

EVANSVILLE 7, INDIANA

MEMBER WOOD OFFICE FURNITURE INSTITUTE

Rose Cushman, NSOEA's only 25-year staff member, and editor of the *National Stationer,* called at OFFICE APPLIANCES December 6 accompanied by **C. P. Horr,** vice-president of Associated Stationers Supply Company, whom she stopped to see preceding her OA visit. Miss Cushman left the F. S. Webster Company in December of 1928 and became secretary to the late Charles P. Garvin, then newly-appointed general manager of National Stationers Association. She assumed her new duties in January of 1929. The purpose of her visit to Chicago was to call upon some of the association's manufacturer members and particularly those engaged in producing duplicating equipment and supplies. She remained in Chicago until the 10th and attended the Christmas Party of the Great Lakes Travelers Club.

D. J. Dashiell of Charleston, W. Va., called on us December 11. Formerly a stationer and latterly a salesman for a West Virginia dealer, Mr. Dashiell was establishing himself as a manufacturers' representative to commence functioning in that capacity the first of the year. He signed up first with Riteform Chair Company and added two or three others. He plans to travel South Atlantic states from the District of Columbia to Florida, also most of Tennessee.

William P. Hoy, of San Francisco, paid a visit to our offices December 16. He was on his way to the Chicago Loop from the Western Electric office in Cicero when he became aware that he was near OA headquarters. Acting on a sudden impulse, he left his vehicle while opposite 600 West on Jackson and made his first call on the publisher of this journal since the present location was adopted almost 12 years ago. His company, in which he is associated with Ray Cooper, is Business Equipment Distributors, 420 Market St. Both Bill and Ray are former filing equipment and supply branch managers for the Chicago area, Ray directing sales for Art Metal, Bill for Amberg File & Index Company. The company's product is known as "Quick-Quest," a new device which provides speedy reference to files of cards. It is made to be inserted in vertical card files or desk drawers and on desk tops. The company, established last October, has made extensive installations in telephone offices across the country and is developing possibilities in other industries and enterprises. It is expected that soon an announcement will be made of developments in the product's potential and the manufacturer's sales program.

Glenn W. Chambers, American Pad & Paper Company, chairman of NSOEA's 1953 convention committee, favored OFFICE APPLIANCES with a visit December 23. Transplanted from the Middle West, he travels the Virginias, the Carolinas, and Georgia. Hailing from Atlanta originally, he finds himself among old friends in his present connection.

L. Ed Friedmann of St. Paul, Eddie to his many friends, long-time sales representative for Le Page's, Inc., visited with the publisher of this journal by telephone on January 4. He made a definite effort to call in person but he happened to arrive in Chicago on the opening day of the winter furniture market and was unable to obtain a cab. He was en route to a conference to be held in the company's middle western plant at Decatur, Ill. Eddie is one of the best known travelers working out of the St. Paul-Minneapolis area.

Leon Bohn of Bohn Duplicator Corporation signed the Guest Book December 30. He had made a quick trip to Chicago on business and was about to return to New York so as to spend the New Year holiday at home. He reported new territories opened with a substantial increase in sales, and intimated interesting news for the near future.

Leon Black to Head Sheaffer of Canada

Leon H. Black, general manager of the W. A. Sheaffer Pen Company of Canada, Ltd. since last May, has been elected president and a director of the Canadian company.

The company's directors, meeting here, elected Mr. Black to succeed Admiral W. V. Saunders, who recently resigned

Leon H. Black

to enter business for himself. The new president will make his headquarters at the new Goderich plant, which will be completed this month.

Following his discharge from the service in 1942, Mr. Black joined the purchasing department of the W. A. Sheaffer Pen Company at Fort Madison, Ia. He served as assistant purchasing agent before being named general manager of the Canadian subsidairy.

March 1-4. Wholesale Stationers Association 38th annual convention and trade show, Hotel New Yorker, New York City.
March 8-11. The 1954 seminar and business show of the Office Management Association of Chicago, Conrad Hilton Hotel.
March 22-23. District 5, NSOEA, Sheraton-Cadillac Hotel, Detroit, Mich.
April 1-3. District 4, NSOEA, Vinoy Park, St. Petersburg, Fla.
April 9-10. District 13 NSOEA, Astor Hotel, New York City.
April 20-22. National Association of College Stores, Hotel Sherman, Chicago.
April 22-23. District 8, NSOEA, Hotel Tulsa, Tulsa, Okla.
April 29-30. District 9, NSOEA, Buena Vista Hotel, Biloxi, Miss.
May 6-7. District 6, NSOEA, Hotel Moraine, Highland Park, Ill.
May 8-11. National Office Furniture Association, Hotel Sherman, Chicago. John R. Gray, executive director, 327 S. LaSalle St., Chicago 4, Ill.
May 13-14. District 7, NSOEA, Russell-Lamson Hotel, Waterloo, Iowa.
May 16-19. Stationers' Guild of Canada convention and trade exhibit, The King Edward Hotel, Toronto, Canada. Fred R. Smart, secretary manager, Suite 306, 19 Richmond St. W., Toronto, Ontario.
May 17-18. District 14, NSOEA, Westward Ho, Phoenix, Ariz.
May 20-21. District 12, NSOEA, The Ahwahnee, Yosemite National Park, Calif.
May 24-25. District 10, NSOEA, The Broadmoor, Colorado Springs, Colo.
May 24-27. National Office Management Association's annual Office Machinery and Equipment Exposition, Jefferson Hotel-Kiel Auditorium, St. Louis, Mo. W. H. Evans, executive vice-president, 132 W. Chelten Ave., Philadelphia 34, Pa.
May 27-29. District 11, NSOEA, Sun Valley, Idaho.
June 4-5. District 1, NSOEA, Poland Springs House, Poland Springs, Me.
June 17-18. District 2, NSOEA, Whiteface Inn, Lake Placid, N. Y.
June 21-22. District 3, NSOEA, Hadden Hall, Atlantic City, N. J.
June 21-23. National Office Machine Dealers Association annual convention and exhibit. Chase-Park Plaza Hotels, St. Louis, Mo. Harold Mann, executive secretary, 1267 N. Wilton Place, Los Angeles 38, Calif.
September 18-22. National Stationery & Office Equipment Association's 48th annual convention. Conrad Hilton Hotel, Chicago, Ill. Paul Burbank, general manager, 740 Investment Building, Washington 5, D. C.

Mohawk

Knurled Knob Endlock
POST BINDERS

The binder for active records in office and factory.

Locks and unlocks by turn of knurled end knob—speedy, convenient.

Locking mechanism assures positive grip on posts simultaneously.

Metal hinge covers for extra strength. Metal end knobs.

Covers are of extra heavy genuine binders board for long life.

Bound in durable brown Cordoba imitation leather—neatly embossed.

POSITIVE LOCK—WITHOUT KEY

A simple turn of the knurled end knob locks or unlocks the Mohawk Binder in an instant. This provides speed and convenience, appreciated by users especially where sheet changes are frequent.

Like all WJ Post Binders, the locking mechanism grips both posts simultaneously and with equal tension. The Mohawk is equipped with metal hinge covers for extra strength. Covers are of extra heavy genuine binders board bound in durable brown Cordoba imitation leather, attractively embossed. Its sturdy construction makes it adaptable for housing active current records. It will stand up under hard use in the office or factory.

For complete listing, see Catalog No. 149, Page 48.

WILSON JONES COMPANY

General Offices: 209 South Jefferson Street, Chicago 6

NEW YORK 10 — 122 E. 23rd St. • ATLANTA 3 — 400 William St., N.W. • BOSTON 10 — 137 Federal St. • SAN FRANCISCO 5 — 246 First St. • TORONTO 1 — 107 Front Street, East

IN OTHER LANDS

Representatives of office equipment concerns abroad, visiting in the United States, are cordially invited to make the offices of this journal their headquarters. The staff at the main office, 600 W. Jackson Blvd., Chicago, and the staff at the branch in charge of G. C. Wheeler at 1023 Pershing Square Bldg., Pershing Square, 42nd St. and Park Ave., New York, will be happy to be of any possible service. While the facilities at New York are not so many as at Chicago, there will be found the same desire to serve.

NOTES AND NEWS FROM THE BRITISH ISLES

By S. E. Rhodes

Lancashire Press Agency, 277 Corn Exchange Buildings
Fennel Street, Manchester 4, England

Manchester, December 31, 1953

■ AS THIS ARTICLE is the last to be written for OFFICE APLIANCES during 1953, it would seem inappropriate to end on a note of criticism—yet that, unfortunately, is what the writer feels compelled to do in respect of one or two companies in Britain who must, of course, be nameless.

During the past two years, at various Business Efficiency Exhibitions, British Industries Fairs and so on, the writer has met many people in the office appliance industry, all seemingly charming, friendly and helpful. Yet, I wonder, do all these self-same people fully appreciate the individual effort which each one of us must make, for the welfare of the industry not only in Britain but in other countries.

Let me explain myself a little more fully: the writer feels that, in Britain, although business is competitive, yet from the point of view of exports, the industry must be judged collectively, because it is collectively that we regard it as a British asset. Again, on an international basis, the same approach means that there are many problems which may, perhaps, be the better for airing on an international scale, and here we regard the industry on an international level of collectivity.

But the basis of a progressive collective world-industry must be the individual firm and the basis of success must be that competitive element which is the lifeblood of commerce.

Yet what are my reactions for the past year so far as British firms are concerned? Quite frankly, a number (judged by my own personal experiences) must be indifferent to the needs for export, to the necessity for trading on a competitive scale, and to the expansion and development of their companies.

Why, you may ask, is this? Let us take the following: Visiting exhibitions referred to earlier, I have met people ranging from chairmen of companies, to sales' representatives and after a discussion about products, have made a request to be kept informed of the progress of the companies concerned, suggesting that my firm be included on their press mailing list. In many cases the companies, for example, publish their own house-journals; others have periodic bulletins issued about new products, and so on.

Our request is greeted with enthusiasm. "Certainly!" Solemnly our name is recorded in a book or ledger—and that is the last the writer hears about that particular firm until the next exhibition comes round!

• • • • •

Now all this indicative of slackness and indifference of a high degree. Were I a sales' manager or representative, chairman and managing director (in the U. S. A. president or vice-president) any request from a trades' paper representative would be attended to without fail. A trade paper is a vital link today in the make-up of our industry; it bridges the gap between the man who makes and the man who sells. When one considers a trade publication which is international, then its importance is intensified.

During the past year, a sales' manager said to me, "You mentioned so and so's new product in one of your recent issues—but you didn't make a mention of ours."

And I had to point out that, as the product was one which had been produced since the last national trades' exhibition, and as the firm, despite requests verbally and in writing, still omitted to include us on their press mailing list, then quite obviously no blame could be attached to the writer, because we did not know of this new product.

This, then, is one aspect of this "indifference" or seeming indifference by certain British companies; it is one of my "grouses" at this year-end. Others? Yes, I have plenty, but I could mention one which is glaring: I received a letter from an unknown company (i.e. unknown so far as I am concerned) in the U. S. A. and it is addressed to me personally, and ends, usually, "cordially yours." It is, shall I say, a *personal* letter. It means something. It is a pleasure to receive such a letter.

Yet I receive letters from British companies, companies to which I have written several times, and the frigid "Dear Sir" and "Very Truly Yours" is still there. Whether it is "customary" or not (and I do not believe it is) this sort of thing just will not do in 1954. Let us scrap the cold, frigid approach and be human instead. Business today is largely a personal matter and one can express personality in letters: but not in letters of the "Dear Sir"—"Yours faithfully" type!

• • • • •

Having written this, let me now refer to the industry more specifically:

The eighth successive annual export record to be set up since the war is expected by the office equipment industry. I write just before the end of December, 1953, but shipments in the 11 months to date amount to £11,318,067 of machinery, safes and cabinets, £½ million more than in the same period last year, and what is expected to be a record quantity of other office furniture for which figures are not yet available. In addition £516,277 of cash registers are £175,441 of time recorders and switches have been exported.

Further revealed by the latest statistics is a rise in shipments of office machinery to the U. S. A. from £1,257,447

(Turn to page 60, Please)

Versatile

NEW! This new, adaptable line of Harter posture chairs has the right model for every office budget. You can compete in every price range and still have confidence that every chair will have full measure of traditional Harter quality.

Basically, the line consists of five seats, two backs and five bases. You can specify the combinations to fit exactly the needs of your customers.

HARTER
POSTURE CHAIRS
STURGIS, MICHIGAN

HARTER CORPORATION 225 PRAIRIE, STURGIS, MICH.

An American, Floyd D. Ransom, Finds His Niche in Mexico

by Mabel F. Knight
correspondent

■ A NAME KNOWN wherever the term office appliances is mentioned, whether in the United States or Mexico, is that of Floyd D. Ransom.

Although a figure in the business world of Mexico, he is renowned for his work with the American School Foundation Fund and is one of the oldest directors of the American Chamber of Commerce. He has served for six years as president of the latter organization.

A forcible personality, yet Mr. Ransom is modest about his achievements. Businesswise, his aggressive policies have brought to his firm, Proveedor de Oficinas, S. A., exclusive distributorships for such companies as the Royal Typewriter Company and the Monroe Calculating Machines Company.

Representing manufacturers in the United States he rendered great service during World War II by his counsel in regard to trade agreements. In addition, he represented the Export and Import Bank for five years during the war and was known as a "dollar a year man."

For 25 years his offices were on Juarez Ave., but for the past seven years he has had spacious offices on 11 Edison, to the rear of the Lottery Building which is a landmark for the business section of Mexico.

The three Ransom children are a credit to the father. They include Floyd Ransom, Jr., a graduate of Culver Military Academy and the University of Southern California; Bob Ransom of Harvard who will go into the Navy for three years, and daughter Mary Ann who is at Sarah Lawerence College in Bronxville, N. Y.

Came to Mexico in 1922

To return to the sketching of his business activities, Floyd Ransom is the owner and founder of Proveedor de Oficinas and Floyd D. Ransom e Hijos. He came to Mexico in 1922 as director in Latin America for the Underwood Typewriter Company after having started with this manufacturer at an early age. He was manager of several domestic offices in the United States, one of which was at El Paso, Tex., where he picked up enough Spanish so that the founder of the Underwood Company, John Underwood, decided to transfer him to the Latin American division.

In 1925 he took over the branch of the Underwood Typewriter Company in Mexico for his own account and started Proveedor de Oficinas. This also became the exclusive representative in the Republic of Mexico for the Monroe Calculating Machine Company, the General Fireproofing Company and the Ditto Corporation.

Floyd D. Ransom in His Private Office

In 1936, he gave up the Underwood typewriter representation and took on the Royal typewriter as the exclusive distributor for the Republic of Mexico.

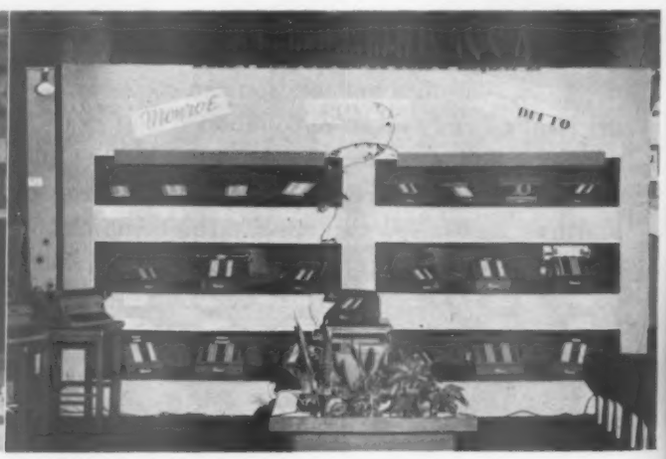
To show how the company has grown, mention should be made of the several branch offices throughout the interior of Mexico. Some 40 distributors cover the republic from Tijuana to Merida, Yucatan.

In the offices at 11 Edison the Ransom firm occupies the first three floors of the building and maintains a service department with approximately 75 mechanics and a sales organization with some 40 salesmen covering the Federal district.

Formed New Company

Some five years ago Mr. Ransom organized a new company known as Floyd D. Ransom e Hijos, which is located on the corner of Rosales and Edison, immedately adjacent to Proveedor de Oficinas, and his company also operates through the Republic of Mexico in the sales and service of Addressograph-Multigraph equipment. A complete photographic laboratory is maintained for making photolithic

(Turn to page 170, Please)



Front Entrance and Display of Monroe, Royal and Ditto Machines at the Ransom Firm

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Management SERIES

A new group of 27 desks and related pieces in genuine walnut distinguished by matched fronts, densified knee space posts, veneered top edges, roller-bearing file drawers, solid brass pulls and many obvious refinements with choice of three walnut finishes. Ask for literature showing the complete 1800 series.

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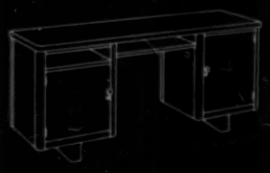

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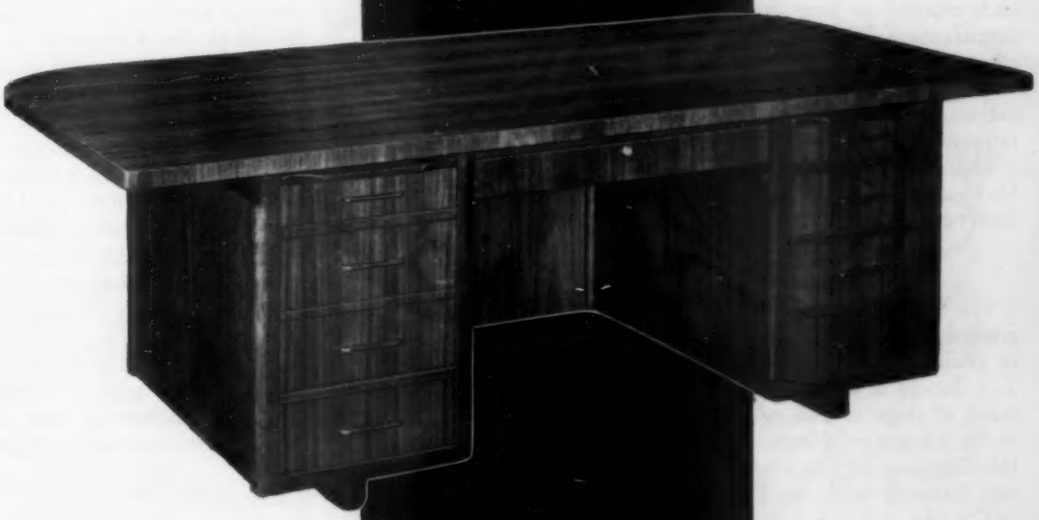

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1860—C

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TO GREATER
DESK VALUE

ALMA DESKS
Wise Economy
HIGH POINT, N. C.

ALMA DESK COMPANY

BETTER DESKS
ARE MADE OF WOOD

High Point, N. C.

Three C's—Careau, Co-Operation and Cribbage . . . . A veteran Canadian stationer, Arthur Careau (right) of Quebec City, is credited with doing much to bring about an amazing change of affairs in the industry in Quebec Province. He's also known as one of the Canadian trade's cribbage champions. Involved with Mr. Careau in this OA photo is R. E. Fugler, general manager of Esterbrook Pen Co. of Canada, Ltd., Toronto.

Quebec Stationers Help Each Other—The Careau Way

■ QUEBEC CITY STATIONERS were hardly on speaking terms with each other, just a few short years ago. Today, as members of Quebec Stationers' Association, they meet as a friendly, social and educational group regularly each month—to hear informative trade talks delivered by manufacturers' representatives from Montreal, Toronto and other leading centers of the industry.

Average attendance at meetings is 30; not a great number but an important one since it includes practically everybody interested in trade matters in the ancient capital city.

The association also sponsors an annual oyster party each November. This function is considered by many in the industry to be the Canadian trade's "social event of the year."

Gives Credit to Two

The improvement in Quebec trade relationship has progressed steadily since 1945. Credit for this notable change in affairs is due Arthur Careau of the Quebec City firm of T. J. Moore & Co. Ltd., although he prefers, modestly, that much of it go to two others who played an important role in the scheme of things. They are George Basil of Carter's Ink Company of Canada, Ltd., Montreal; and, Alf. Watterson, formerly with the Dennison Manufacturing Company in Canada.

These two men, aided by Art Careau, organized the first meeting of the Quebec group. The local trade program suggested at that time has been carried out with increasing support for the last eight years. (Paul Dery was recently elected president of the association, succeeding Mr. Careau who had held the office four terms.)

Art Careau has long been convinced of the benefits resulting from association and co-operation; he also has a reputation for knowing what he's talking about. He should because there are probably few Canadian retailers who have had as hard an uphill climb.

He started work at the age of 16 as an apprentice in a small job printing plant operated in Quebec by A. G. Lanchance, as soon as he had completed his 11th grade of schooling. Salary: $1 for a 60-hour work week.

Four months later, fortune again smiled on young Careau. He landed a job with a larger Quebec printing plant, Charrier & Dugal; here the wages were $4. He remained with this firm three years, graduating as a full-fledged printer and press hand. Then he joined the mechanical staff of the old *Quebec Chronicle*. A few years later, a change of federal government resulted in the *Chronicle* losing most of its printing contracts. The paper was merged with its competitor and became the *Quebec Chronicle-Telegraph*.

Art dropped his connection with the paper and approached the late Albert Moore, then president of T. J. Moore & Company, for a job. He was taken on as a pressman in the job printing division of the business, on a six months' trial basis. Of course, he made good; his progress with the company has been continuous since joining the staff 30 years ago last October.

Art says he finds he is still learning—even today after 30 years in the trade. He recommends the reading of the industry's business papers; considers them to be the best sources for information, new ideas; keeping employees of retail stores and executives up to the moment about what's going on.

"Start in Stock Room"

For new entrants into the field, Art suggests the best way to train for executive positions is not behind the counter. He offers this advice: "Start in the stock room. Be willing to learn. Work hard—and love your work!"

Art's hobbies are trout fishing, cribbage, horse racing and music. He is an accomplished pianist; he advises his friends to go fishing rather than to the races if they want to stay happy. He has been married 25 years this February; boasts two daughters and a son. His son is a traveler for Colgate-Palmolive Peet Company in Canada; one daughter works in a law office, the other with the Quebec government.

Art thus finds himself well supplied with legal advice, shaving soap and political savoire faire.

The shaving soap is the most useful, he insists.

You, too, can profit with this great

Sales-Building Combination!

No. 1736
Executive Posture Chair

No. 1493LL
Matching Side Chair

No. 1494LL
Junior Executive Chair

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Armless Side Chair

Sales come easy—big profitable sales—when you can suggest an outstanding design like the popular Johnson 1736 Executive Posture Chair along with a complete line of matching styles to fit every need in your customer's office. It's the kind of a design that your customers will like . . . modern, efficient and definitely practical in a business-like way. And every one of these chairs has all of those famous Johnson features that make it the kind of a buy your customers just can't pass. So why wait? Start profiting with this sales-building combination today!

Send for complete details and a copy of the new Johnson Catalog.

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MEETINGS · DINNERS · CONVENTIONS

TOMDA Prepares for Annual Convention

M. R. Allen, president of the Texas Office Machine Dealers Association (TOMDA), has extended an invitation to all dealers and manufacturers' representatives to attend the annual convention and trade exhibit February 21, 22 at the Plaza Hotel in San Antonio, Tex.

Of special interest to newly-appointed dealers is the sales

M. R. Allen

and repair clinic covering new makes and models of adding machines.

Officers of the association beside Mr. Allen:

Vice-president—Leonard Straley, Fort Worth.

Secretary-treasurer—Henry Sassman, Victoria.

Directors—Tom Anderson, San Angelo; D. L. Keeney, Jr., Dallas; R. E. Kuykendall, Abilene; Eugene Malloy, Houston; B. J. Smykal, Austin and L. A. Vahue, Amarillo.

Art Metal Branch Managers Hold Sales Meet

The branch sales division of the Art Metal Construction Company held a sales meeting of all branch managers at the home office in Jamestown, N. Y., December 2-5. Company officials and the branch managers in attendance are pictured as follows:

FIRST ROW: H. B. Martling, Philadelphia, J. L. Clarke, Detroit; H. J. Maloy, Pittsburgh; Glenn R. Grindle, Los Angeles; F. H. Clark, New York City; W. M. Robey, Washington, D. C.; R. G. Beal, Boston; R. W. Lindsay, Baltimore; H. A. Slotterbeck, Chicago; R. E. Beimford, Cincinnati; W. R. Seaberg, New York City.

REAR ROW: C. L. Elofson, executive vice-president; W. H. Chiverton, sales department; V. D. Swanson, contract sales; A. G. Spetz, credit manager; C. H. Bowen, vice-president, branch sales; K. W. Hedstrom, traffic manager; L. R. Addington, vice-president, dealer sales; J. C. Andrews, auditor; C. C. Lund, order department manager; C. W. Simpson, advertising and sales promotion manager; R. W. Clark, vice-president, contract sales; R. E. Wells, vice-president, Postindex division; Albin Johnson, works manager; J. Arthur Johnson, stock sales and export manager; H. T. Swanson, secretary-treasurer.

N. Y. Stationers 12:30 Club Holds Yule Party

More than 115 members and guests attended the annual Christmas Party of the Stationers 12:30 Club of New York. It was held on Monday evening, December 28, in Rosoff's Restaurant, New York City.

A gala affair it was and a large measure of sociability and good fellowship was apparent as dealers, manufacturers and sales representatives came prepared to enjoy the evening.

The appetizers and refreshments served before dinner were good, as was the old-fashioned beefsteak dinner that followed, eaten to the tune of accordion music provided by a strolling musician.

The announcement by President Ralph Barnett, Blaisdell Pencil Company, to the effect that no speeches would be made met with hearty applause. After extending season's greetings and thanking co-chairman Edward Leventhal, Biddle Purchasing Company, and Harry Fensterheim, S. E. & M. Vernon, Inc., for arranging the festivities, he called upon Chairman Leventhal who distributed gifts to the more fortunate members.

Mr. Leventhal then announced that arrangements are completed to hold the club's silver anniversary dinner dance on Saturday evening, February 27, at the Hotel Ambassador, New York City. In conclusion he urged that reservations be made as soon as possible so that ample accommodations can be provided.

The balance of the evening was spent in singing songs, general good fellowship and other pastimes.

Name Heads of '54 NSOEA Convention

The Washington headquarters of the National Stationery & Office Equipment Association has announced the appointment of Bob Reynell, Oxford Filing Supply Company, as general chairman of the 1954 national convention of NSOEA.

Bob Reynell

Ken Reister

Ken Reister of Minnesota Mining and Manufacturing Company, retiring president of the Great Lakes Travelers Club, has been selected as co-chairman.

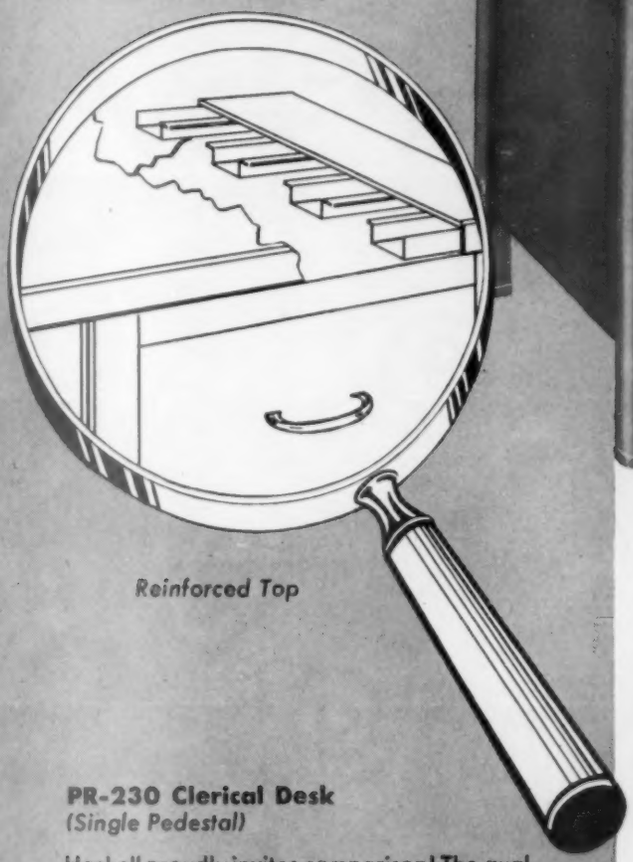
Dates of the convention at the Conrad Hilton Hotel are September 18-22.

***Art Metal Session** . . . Branch managers and Art Metal Construction Co. officials in session at the home office.*

One at a Time!

SO YOU MAY KNOW
THE HASKELL
BUDGET LINE BETTER!

42"x 32"
PR 230
CLERICAL DESK
with or without center drawer.



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PR-230
Clerical Desk
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PR-230 Clerical Desk
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Haskell proudly invites comparison! The quality is unbelievably high for its low, budget price range. Only Haskell gives you heavy office steel, strong electric welded construction and other features at moderate cost. Plus factors include modern design — rounded corners and legs, Glidden baked enamel finish, Armstrong linoleum tops with aluminum banding, smooth noiseless operation, DuPont nylon bearings, rubber bumpers and fine hardware.

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OF PITTSBURGH

PROVEN PIONEER BUDGET LINE

Northwest Travelers Club Holiday Fun Snapped by Harry Bergquist . . .

1. W. W. Whiting, Journal-Chronicle, Owatonna, Minn., governor of District No. 7 NSOEA; Mrs. Whiting.
2. Clarence Benson, Farnham Stationery & School Supply Co., Minneapolis; Melvin L. Sowell, Esterbrook Pen Co., president of Northwest Travelers Club; Mrs. Benson.
3. Mr. & Mrs. Larry E. Johnson, The Globe-Wernicke Co.
4. Walter E. Hubbs, Thomas & Grayston, Minneapolis; Mr. & Mrs. Larry C. Goodhand, Oxford Filing Supply Co.; Mrs. Hubbs.
5. Mrs. Jack Haglund; Mr. & Mrs. Howard Schaub, Schaub Office Supply Co., Minneapolis.
6. Mrs. Ronald Sandberg; Mrs. & Mr. Bruce A. Blackbourn, Blackbourn Systems; Cortland B. Horr, Associated Stationers Supply Co., Chicago.
7. Mr. & Mrs. Ronald Sandberg, Hunt Pen Co.; Mrs. & Mr. Del W. Deming, Farnham Stationery & School Supply Co., Minneapolis.
8. Mr. & Mrs. Elmher H. Dalldorf, Brushmasters, Inc.; Mrs. Stanley L. Griebel.
9. Mr. & Mrs. Al G. Collatz, The Carter's Ink Co.
10. Earl Collins, Rockwell-Barnes Co., vice-president Northwest Travelers Club; W. Jim Roche, Stationers Loose Leaf Co.; Mrs. William Carroll.
11. Mr. & Mrs. Harry W. Hitchcock, Ennis Tag Co.; Mrs. Harry E. Bergquist.
12. Mrs. & Mr. Vic Lydon, R. B. Valleau & Co.
13. Mr. & Mrs. Charles Cordray, Codo Mfg. Co.
14. Mrs. Robert Jerue; William Carroll, Eberhard Faber Pencil Co.
15. Mrs. & Mr. Stanley L. Griebel, Yawman and Erbe Mfg. Co.; Mrs. & Mr. Jack Guntrum, Eaton Paper Corp.

Northwest Travelers Hold Yule Party

Reported by Harry Bergquist

The Northwest Travelers Club Christmas Party held December 5 at Culbertson's in Minneapolis had a surprisingly good attendance of more than 60 dealers, travelers and their wives. This was the first year that any effort was made to get the dealers to attend and their response was most gratifying.

Good food and dancing were featured. Smiling Earl Collins, energetic club vice-president, was in charge and deserves commendation.

W. W. "Bill" Whiting, governor of the Seventh District NSOEA, and his charming wife, after a perilous drive over

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Value ...your EXTRA salesman

With BOLING CHAIRS on your sales floor, every salesman, whether new or experienced, has the assistance of the best salesman of all . . . the outstanding value of BOLING CHAIRS that is immediately apparent in their construction, design, and economy.

Comfortable Chairs
CORRECTLY CONSTRUCTED

This extra salesman never stops selling; long after the initial purchase is made, he constantly reminds the purchaser of BOLING quality and economy, and of the services of his BOLING dealer.

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Over fifty years of experience in the manufacture of every type of business chair enables the High Point Bending and Chair Company to provide you with the services of this extra salesman . . . the value that makes BOLING America's fastest-selling chairs!

Boling Chairs
High Point Bending & Chair Company of Siler City, N.C.

HIGH POINT BENDING & CHAIR CO.
SILER CITY, NORTH CAROLINA

Steelmaster Dinner Figures . . . *Pictured in front row (left to right) are Arthur Burger, Brig. Gen. Charles E. Keegan, Joseph Burger, Hon. James J. Lynn and Irving M. Leahy. Guests in the rear row include Hon. Jose D. Ricci, Hon. Manuel Cabranes and Dan Carpenter.*

icy roads from Owatonna, spent the evening visiting with their many friends.

Rev. C. H. "Jack" Berry, ex-president of the Northwest Travelers and now located in New Ulm, together with "Sis" Berry, also braved the hazardous roads to be with us at the party.

Organize Metropolitan Travelers Club

A new organization known as the Metropolitan Travelers Club was formed at a meeting on December 8, 1953, in the Hotel New Yorker. The first session was attended by 60 manufacturers' salesmen who enthusiastically endorsed the purpose of the organization.

It is the intention of the group, drawn from the area approximately that of District No. 13 of NSOEA, to cooperate with all industry organization.

A temporary group of officers chosen includes:

President—Martin M. Moldow, manufacturers' representative.

Secretary-treasurer—Herbert Grayson, Ace Fastener Corporation.

Chairman of by-laws and constitution — Milton Stone, manufacturers' representative.

The organization committee in addition to the above includes Howard Shoemaker, Eberhard Faber Pencil Company; Jerome Savage, The Carter's Ink Company; James T. Hurley, Oxford Filing Supply Company; George Nicklaus, National Blank Book Company, and William Lampel, Art Steel Sales Company.

It was planned to vote on a full staff of officers and committees at a meeting late in January. By-laws were then to be presented.

Salesmen and sales managers working for one or more manufacturers serving the commercial office supply trade are invited to join and inquiries may be directed to either Martin M. Moldow, 394 Broadway, New York 13, N. Y., or Herbert Grayson, 801 Second Ave., New York 17, N.Y.

Elect Officers of Washington OMDA

The Washington Office Machine Dealers Association in its December meeting elected the following officers for 1954:

President—James F. O'Donnell, Arrow Typewriter Company.

Vice-President—Irving Keller, Central Typewriter & Adding Machine Company.

Secretary-Treasurer—R. L. Densford, Remington Rand Inc.

Regular meetings are held on the second Monday of each month at the Continental Hotel, Union Station Plaza, Washington, D. C.

Steelmaster Foremen's Institute Celebrates

The Christmas anniversary celebration of the Steelmaster Foremen's Institute, a very vital part of the labor relations program of the Art Steel Company, one of the Bronx' largest manufacturers, was held at Alex & Henry's on December 14.

It was an enthusiastic meeting which highlighted the spirit of the season in the "Brotherhood of Man Under the Fatherhood of God."

Noted guests present were the Hon. James J. Lyon, Brough president of the Bronx; Brig. Gen. Charles E. Keegan; Hon. Jose D. Ricci, editor of "El Diario de Nueva York," Hon. Manuel Cabranes, humanitarian and publicist, and Dan Carpenter, executive director of the Hudson Guild.

The accompanying picture shows these guests and the officials of the company—Joseph Burger, president; Irving M. Levy, treasurer; and Arthur Burger, secretary.

Stationers Association of New York, Inc., Joins in Plans for District 13 Regional

The annual dinner-dance-entertainment of the Stationers Association of New York, Inc., has been combined with the convention of the 13th Region, NSOEA, as an affair which will attract widespread interest of the industry in New York City and surrounding area.

Following is the time schedule announced:

Friday, April 9

Convention luncheon, 12:30 p.m., North Ballroom, Hotel Astor.

Business session with speakers, 2-6 p.m.

Saturday Evening, April 10

Grand Ballroom, Hotel Astor—Dinner, dance and entertainment of Stationers Association of New York—"no business, no speakers, just the best of food, music and entertainment."

In connection with its part of the affair the Stationers Association of New York, Inc., will publish a "superlative journal."

Milton Goldhair of Harmill Office Supply Company is president of the stationers' group joining in the plans for the regional convention.

N.Y. Chapter of NOFA to Honor Old Timers

The March 1 meeting of the New York Chapter of NOFA will be in the form of an Old Timers Night, honoring all office furniture people in the New York City Metropolitan area active in the industry for more than 25 years.

On January 11 the organization held its second Management Clinic. Dealers present discussed such problems as repairs and service, delivery charges, selling accessories, cash discounts and returns.

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MODEL

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F.O.B. Chicago

assures greater sales volume *plus* more complete customer satisfaction with its . . .

- **NEW *Single Control Lever* for all side guide adjustments or combination of adjustments.**
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- **IMPROVED *Roller Release Pressure Lever* of polished breakproof aluminum.**
- **NEW . . . Copy-rite embossing side casting for added beauty.**

And the Copy-rite L-53 retains all the sure selling features of Visible Fluid Supply, Automatic Master Lock and Automatic Feed. (Can also be hand fed for running various sizes from the same master.)

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INFORMATION

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Enjoyable Yule Party Held in Kansas City

Reported by Dave Neuhaus

The Kansas City stationers and Midwest Travelers in the Kansas City area held their annual Christmas party Friday night, December 11, at Santa Fe Hills Golf and Country Club, Kansas City, Mo.

Howard K. Hendricks of Allen Marking Products, Inc., was dealers' chairman for this affair and John P. "Jack" Low of Minnesota Mining & Manufacturing Company was travelers' chairman.

The party started with the usual "House of Friendship" and was followed by an appetizing buffet dinner. After dinner, out-of-town guests were introduced and various committees, responsible for the success of the party were presented.

One of the highlights of the evening was the introduction of Robert S. "Bob" Crowley of Crowley-Reuter Stationery Company, Kansas City, Mo., by Ray Kline, president of the Kansas City Stationers Association, honoring him on his 85th birthday and presenting him with a plaque recognizing his outstanding accomplishments in the office supply

Dave C. Neuhaus Photos Taken During Kansas City Stationers, Travelers Yule Party . . .

1. Mr. & Mrs. Maury F. Mann, Sanford Ink Co.; Mrs. & Mr. Jack E. Roberts; Mrs. & Mr. George K. Desmond, mfrs. rep.
2. All from Security Staty. Co., Kansas City, Mo.: Ray Kline, Dorothy Kline, Gene Gore, Norma Gore, George Ferguson, Mary Harding, George Harding.
3. All from Geo. E. Baird & Son, Inc., Kansas City, Mo., except Dan A. Mac Dougall, who is with Stationers Loose Leaf Co.; Jack Wells, Mary Wells, Paul Baird, Peggy Baird, Tom Wright, Ruth Wright, Dan A. Mac Dougall, Florence Burke, Don de Caigney, Elizabeth Pendergast, Mary Lou de Caigney.
4. All from Gallup Map & Staty. Co., Kansas City, Mo., except Walter Kane, who is with National Blank Book Co.: Annette Thornsberry, Ray A. Baldwin, Virginia Scott, Walter Kane, Mary Baldwin, Art Ainsworth, Bill Scott, Dorothy Ainsworth.
5. All from Schooley Ptg. & Staty. Co., Kansas City, Mo.: Marguerite Gayler, Mrs. Vaughan T. Williams, Vaughan T. Williams, past governor District No. 6; Mrs. & Mr. J. D. "Joe" Landes, Mr. & Mrs. Tom Morrow, Betty Jane Holden, Charline Cady, Mr. & Mrs. Dave Martin.
6. The Fiddler's, Inc., Kansas City, Kans., group: Maybelle Bishop, Mrs. Howard "Tiger" Blanchard, C. F. "Clarence" Fiddler, Mrs. C. F. Fiddler, Frank Whitman, Mrs. Frank "Tommie" Whitman, Howard Blanchard, Iona Schmidt.
7. Mrs. & Mr. Glen A. Williams, mfr. rep.; Mrs. Dave C. Neuhaus.
8. Ray Kline (right), president of Kansas City Stationers Assn., presents Robert S. "Bob" Crowley of Crowley-Reuter Staty. Co., Kansas City, Mo., a plaque on his 85th birthday in recognition of his outstanding efforts for the betterment of the office supply business.
9. Mr. and Mrs. Gordon Rogers of Gordon Rogers Co., Kansas City, Mo.; Dan A. Mac Dougall, "official greeter" and past vice-president field division NSOEA.
10. Mrs. John P. Low, John P. "Jack" Low, travelers' chairman of Christmas Party, Minnesota Mining & Mfg. Co.; Mrs. & Mr. Shockley, Sam'l Dodsworth Staty. Co., Kansas City, Mo.
11. All VIP, very important people: Clint Cooper, secretary-treasurer Midwest Travelers Club, Esterbrook Pen Co.; William A. Froehle, second vice-president, Midwest Travelers Club, Boorum & Pease Co.; Tom J. "Tot" Seward, president Midwest Travelers Club, Speed Products Co., Inc.; John P. "Jack" Low, travelers' chairman of Christmas party, Minnesota Mining & Mfg. Co.; Dan A. Mac Dougall, past vice-president field division NSOEA, Stationers Loose Leaf Co.; W. Lee "Gabby" Gamel, first vice-president Midwest Travelers Club, Bates Mfg. Co.

president

director

vice president

comptroller

guest

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receptionist

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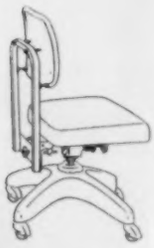

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Slightly higher in Zones 2 & 3

foam rubber arms
foam rubber back
foam rubber seat
all-welded construction
satin aluminum base
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industry. The Crowley-Reuter Stationery Company was established in 1914.

Out-of-town guests included Mrs. and Mr. Vic Agee, lieutenant governor of Missouri, NSOEA, and of Midland Stationery & Supply Company, Jefferson City, Mo.; William A. "Bill" Froehle, second vice-president of Midwest Travelers and of Boorum & Pease Company, and Owen W. Doss of Associated Stationers Supply Company, Chicago, Ill. The total attendance was 151. Holiday "loot," consisting of delicious hams, turkeys and assorted gift packages of jams, jellies and fruits was then distributed.

After the program, there was dancing that continued until the wee small hours and a true, jovial spirit of friendship and hospitality prevailed throughout. Everyone who attended brought a gift that was later distributed to charity.

ICRDA Holds Convention in Chicago

The semi-annual midwest convention meeting of the Independent Cash Register Dealers Association was held in the Palmer House in Chicago on November 13 and 14. Cash register dealers from all over the United States, Puerto Rico, and Canada were represented at the meeting which was the largest and most interesting in the history of the Association.

Cash register dealers always find that attending the ICRDA meetings is of benefit to them in their business. Dealers exchange ideas and technical information, and buy and sell their reconditioned and trade-in registers. It is interesting to find that a register which is considered a "dog" in one part of the country may be in great demand and have an increased value in some other part of the country. Thus the common meeting ground for dealers throughout the country are the two ICRDA meetings held each year, alternating between Chicago and New York City.

Under the able direction of the ICRDA President A. C. Whitmer of Whitmer Cash Register Exchange, Columbus, Ohio, the meeting moved along with its customary precision. An important part of the meeting was the election of officers for 1954.

Mr. Whitmer, who had served the ICRDA diligently during the past two years, declined to serve as president again and so Fred Kass of Henry Kass, Inc., Albany, N.Y., ICRDA vice-president, was elected president to succeed Mr. Whitmer.

Under Mr. Whitmer's leadership, the ICRDA has increased its membership by more than 30%. His successor has been in the cash register business for more than 30 years and is well known throughout the trade. Edward A. Mancini of Chicago Cash Register Company, Chicago, was elected vice-president. Mr. Mancini is one of the leading cash register dealers in the country.

Stanley Hayman of Stanley Hayman & Company, Washington, D.C., was re-elected for his ninth term as secretary-treasurer. Irving R. Pressman of Washington, D.C., was retained as general counsel and executive secretary.

In view of the tremendous growth of the ICRDA it was recommended by the board of directors and adopted by the membership that the constitution be amended to increase the elected members of the board from six to nine. In this way, there would be increased representation on the board of directors to accommodate the new members.

The elected members of the board of directors are Kyle Leeds, Federal Cash Register Company, Kansas City, Mo.; Nat Sussman, Sussman Brothers, New York City; Fred Jay, Cash Register Sales Company, Chicago; R. Edmonds, International Cash Register Parts Company, Mt. Prospect, Ill.; Arthur Gordon, Gordon's Cash Register Exchange, Philadelphia; Gerald Spencer, National Service Supply Co., Detroit; Cy Hornstra, Merchant's Cash Register Exchange, Chicago; Miller Huggins, Anderson, Ind., and Saul Benjamin, Buffalo, N.Y. The outgoing president, A. C. Whitmer, became the new chairman of the board of directors in accordance with the constitution.

The ICRDA is the only trade association in the United States representing the best interests of the independent cash register dealers. Its headquarters is in Washington, D.C., where it maintains a secretary and general counsel

(Turn to page 186, Please)

Seen at ICRDA Chicago Convention . . .

1. **ICRDA board of directors: TOP ROW—Ed Silbersohn, Baltimore Cash Register Co., Baltimore, Md.; Irv Pressman, legal council and executive secretary, Washington, D. C.; Kyle Leeds, Federal Cash Register Co., Kansas City, Mo.; Fred Jay, Cash Register Sales, Chicago; Andy Morrison, Universal Cash Register Co., Toronto, Canada. FRONT ROW—Fred Kass, Kass Cash Register Co., Albany, N. Y., new president; A. C. Whitmer, Whitmer Cash Register Co., Columbus, Ohio, retiring president; Stanley Hayman, Cash Register Sales & Service, Washington, D. C.**
2. **Eric Wahlquist (left), president Sweda Cash Register Co., demonstrates a new feature to Stanley Hayman and Al Whitmer. Mr. Hayman and Mr. Whitmer are both Sweda dealers.**
3. **Gustave Sandemer (left), president of Products of Sweden, and Alfred J. Elson, president of the Elson Register Corp., show two of the itemizing Huggin cash registers which will be distributed in the United States and Canada through the Elson Register Corp.**
4. **ICRDA banquet at the Palmer House.**

Display Eaton's CORRASABLE

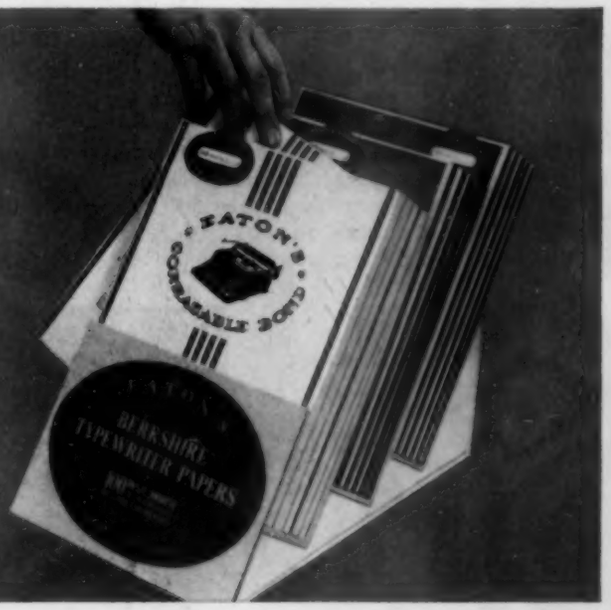
The Miracle Paper Typists Tell Their Friends About!

People love to discover that there's a typewriter paper with "magical" erasing quality. Secretaries, stenographers, authors, business managers, spread the good news—"No more worrying over typing errors, no more messy work. Eaton's Corrasable is cleanly erasable . . . with an ordinary soft pencil eraser."

Tell your customers about this boon-to-typists paper. Let them try it right in your store. You can instantly build good volume in packets this way, and create many good "repeat" customers for reams.

EATON
PAPER CORPORATION
PITTSFIELD, MASSACHUSETTS

EATON'S BERKSHIRE TYPEWRITER PAPERS



For prominent display in minimum space (that leads to fast turnover) there's nothing can beat this convenient, *tested* Self-Selection Unit holding 18 packets of Eaton's Corrasable Bond. *Easy to sell,* because of Corrasable's outstanding erasing qualities — because so many people know Eaton's name and quality. *Easy to handle* when you feature these packets this modern merchandising way — in space-saving, self-selection selling units. Ask us for complete information about this tested Self-Selection Unit.

Feature Eaton's Corrasable Bond. It's the brand in demand and it builds repeat business.

NEWS & MISCELLANY

Royal Names Two to Executive Posts

Fortune Peter Ryan, president of Royal Typewriter Company, Inc., recently announced two promotions in the executive division of the company.

Robert S. Miller, secretary, has been named assistant to the president, and Christian von Spreckelsen has been appointed secretary. Mr. von Spreckelsen was formerly assistant secretary.

Prior to joining Royal in 1947 as assistant personnel manager, Mr. Miller had had extensive experience in an advisory capacity for the Y.M.C.A. and Veterans Administration. In 1950, he took over the post of assistant secretary, and, in 1952, assumed the duties of secretary, the position in which he served until his current appointment.

C. Von Spreckelsen

R. S. Miller

The new secretary, Mr. von Spreckelsen, like many Royal executives worked his way up through the ranks. He began his career with the company as an office boy in the comptroller's department in 1930, and subsequently held the positions of analysis clerk, bookkeeper, general bookkeeper and supervisor of overseas accounting. In 1952 he was appointed assistant secretary, the post from which he steps up to his new assignment as secretary of the company.

Columbian Art Works Appoints Hucke

T. W. Norris, president of Columbian Art Works, announces the appointment of Charles H. Hucke as representative for Columbian's Success Line of desk calendars in the southeastern states, which comprise the Fourth District of the National Stationery & Office Equipment Association.

C. H. Hucke

J. Honekamp

The new arrangement became effective the first of the year. Mr. Hucke is one of the best known representatives in that area. For many years he has served as secretary of the Southern Travelers Club. Associated with him is James Honekamp. Both men visited the plant in December to become more fully acquainted with Success Line products and policies.

Carpenter Paper Expands Wholesale Plan

Carpenter Paper Company has announced that on February 1 it will open a wholesale stationery division in St. Paul, Minn., under the name of Federal Stationery Company, a division of Carpenter, which will cover the states of Minnesota, the western half of Wisconsin, the upper peninsula of Michigan, North Dakota, South Dakota, the eastern half of Montana and the northern half of Iowa.

This division will be located at 750 Pelham Blvd., and will be under the management of Ralph Kettler, who has been with Carpenter for 14 years. Mr. Kettler is also experienced in the retail field, having managed a retail store in Joplin, Mo.

The same sales policy of selling exclusively wholesale to the retail stationer as has been pursued by Carpenter throughout the Southwest will apply to this division and also to the Kansas City Division which will open about the same time and under the same name.

Gene Glasgow, now managing the stationery division in Oklahoma City, will be the manager of the Kansas City Division.

This latter division will cover the states of Missouri, the southern half of Iowa, Nebraska and that part of Kansas not now being worked by the Oklahoma City division.

The new expansion gives Carpenter Paper Company five large wholesale stationery divisions extending from the Gulf of Mexico to the Canadian border, selling exclusively wholesale to retail stationers.

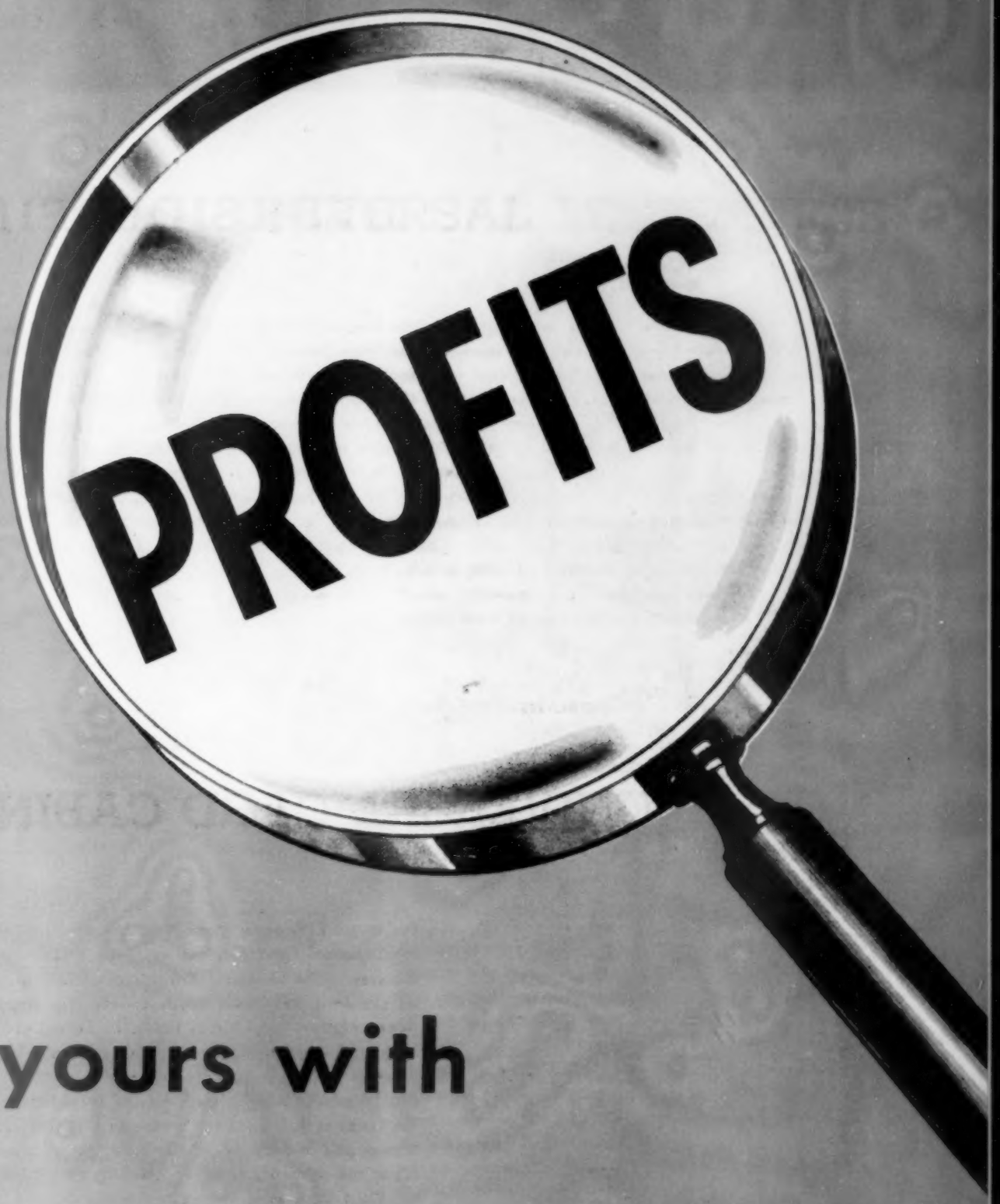
Hancock Added to Sales Division

Bro-Dart Industries announces the recent addition of E. J. Hancock to its sales division. Mr. Hancock will be connected with the Abco plastic and supply division of the firm, handling industrial and stationer sales. He was formerly a territory salesman for Permacel Tape Corporation.

District No. 4 Regional Changes Dates

NSOEA has announced the changing of dates for the 1954 regional meeting of District No. 4 at Vinoy Park in St. Petersburg, Fla. The regional will open on April 1 instead of March 31 and continue through April 3.

In the picture on page 92 of the January issue, two men in the Schwabacher-Frey Company picture were incorrectly identified. Joe D. Hale, Swingline West Coast representative is at the right and Tom Burke of Schwabacher-Frey Company is at the left. Right men, wrong positions. We're sorry.



...yours with

Weis PRODUCTS

the *Weis* STEEL LINE

1823 WG

DESKSIDE FILE

Mr. Dealer, look at some of the outstanding features of the Weis Deskside File and you'll understand why it is so profitable to handle this reputable product. The exacting specifications to which the Deskside File is made reflect in the smooth even lines, the conspicuous absence of nuts and bolts (the Deskside File is completely electrically welded), and the durable gray baked enamel finish. The double hinged divided cover, adjustable follow block and free swivel action casters also reflect the quality of workmanship and materials in the Weis Deskside File.

To accomodate hanger type folders, specify the 1823XWG, equipped with hanger rails.

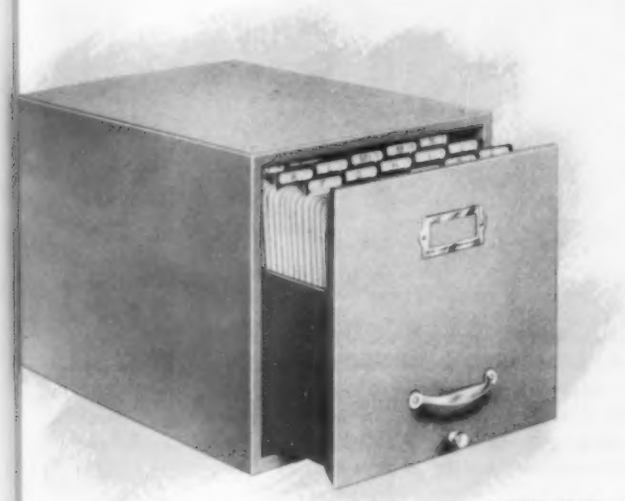
UNIVERSAL CARD CABINET

325 WG WITH LEGS

For a quick turnover item Weis offers an old favorite, the Universal Card Cabinet, in either style, one or two drawers. The Universal Card Cabinet will accomodate all standard size index cards and is also available in three lengths. As pictured, Universal Card Cabinets can be joined together to form a multiple installation (locked together with screws and wing nuts furnished), or one can be placed atop a desk for an immediate reference file (rubber feet prevent marring). The nickel plated drawer pull and label holder is in complete harmony with either the attractive gray or green finishes. The Universal Card Cabinet is certain to boost your sales, profits, and your goodwill too.

the PROFITABLE LINE

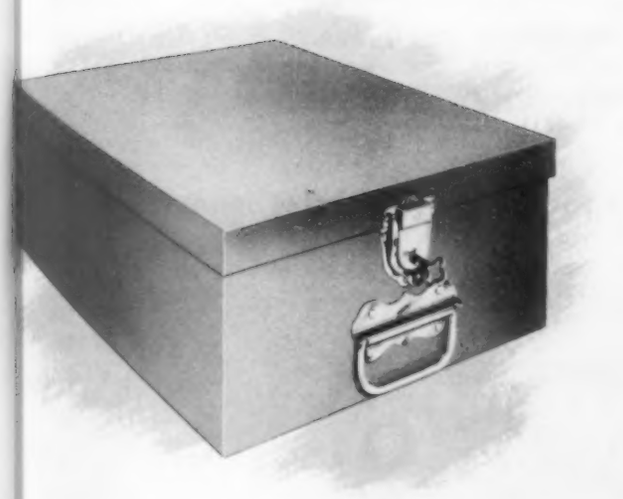
UNIVERSAL LETTER FILE



1890 WG

With the Universal Letter File your sales can be aimed in numerous directions. The Universal Letter File can perform functions as a personal drawer, reference file, or four combined can serve as a file cabinet. The construction of the Universal Letter File far exceeds it's requirements. Fabricated from cold rolled furniture steel, the Universal Letter File, like other Weis products is completely electrically welded. The drawer operates freely on bakelite rollers and is complete with adjustable follow block. The nickel plated drawer pull and card holder offer a striking contrast to either the olive green or gray finish. Drawer lock, matching steel legs, guides and folders must be ordered separately.

410 NOTE CASE



410 WGE

Banker, Lawyer, Businessman, Merchant; only a few of the people who will find the Weis 410 Note Case useful. The compactness of the 410 Note Case allows it to be carried anywhere. The nickel plated handle and lock make it as portable as a woman's handbag. Being all electrically welded there are no protruding nuts or bolts. nothing on which to snag clothes. The cover is completely removable, no hinges. The cover when removed becomes the base and is completely out of the way. The gray baked enamel finish blends with any surroundings. The 410 Note Case is complete with an adjustable follow block and is equipped with Cell-U-Seal pressboard indexes Alphabetical A-Z, Months and Daily (1-31). Specify, when ordering, if preferred without index.

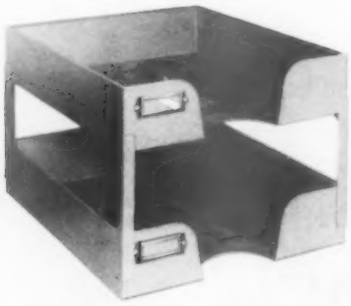
Dimensions: 17¾" front to back, 5½" high and 10¾" wide.

the QUALITY LINE

BOX FILE

The Weis Box File is made to order for all around protection of letters and records. Available in "Standard" and "Giant" sizes with Alphabetical A-Z, Monthly or Daily (1-31) indexes. Full length flush hinge assures complete ease in filing. The Easy Clasp, large label holder and pull apply the finishing touches to a very profitable item for you.

LETTER TRAY



Here is an item you can't afford to miss, the Weis Letter Tray. Available in Letter and Cap sizes, the Letter Tray is electrically welded to eliminate any possibility of hands being scratched on nuts or bolts. Available in two colors, green and gray. Steel posts may also be ordered for building trays two or more high. Also available in wood in three finishes.

TO COMPLETE THE LINE

DRAWER TRAYS

PENPENCILCLIP TRAYS

REFERENCE FILES

MIDGET CARD TRAYS

STANDARD CARD TRAYS

STATIONERY CABINETS

The Weis Manufacturing Company

1892 *Weis* 1953

Monroe, Michigan

NEW YORK 13: The Weis Mfg. Co., 54-56 Franklin St.
CHICAGO 6: Associated Stationers Supply Co.
BOSTON 10: Adams, Cushing & Foster, Incorporated
NEW ORLEANS 12: J. A. Hoerner Company
Carpenter Paper Company
OKLAHOMA CITY 1 FORT WORTH 1 HOUSTON 2

Like Romeo goes with Juliet

Write Master RIBBONS go with Write Master CARBONS

Think of any perfect combination—peaches and cream, moonlight and roses, Romeo and Juliet . . . that's how WRITEMASTER Ribbons go with WRITEMASTER Carbons. *because . . .*

WRITEMASTER RIBBONS

—are made of fine woven, exceptionally soft cloth . . . are specially inked by our own formula to give clean impressions of print-like beauty . . . give extra length—two full yards more—which means longer wear and greater economy.

WRITEMASTER CARBONS

—are a selected all-rag, perfectly-inked carbon paper . . . produce sharp, permanent copies and are popular with Typists who appreciate smudge-free, easy-to-handle carbon . . . come in all weights and finishes for every office requirement.

Sell WRITEMASTER and discover that QUALITY and PROFITS go hand in hand, too.

Write today for samples and prices . . . as the first step in joining the prosperous PEERLESS IMPERIAL Family of Dealers. There's a bundle of good American greenbacks waiting for the Dealer who sells WRITEMASTER.

PEERLESS-IMPERIAL CO., INC.
General Office and Factory: 28 Peerless Place, Newark 5, New Jersey
New York Office: 13, 108 Franklin St. • Chicago 2, 179 W. Washington Street
Detroit 18, 37 Linden Street, River Rouge, Michigan

"A Great Name in Carbons" *Ribbons, carbons, spirit and gelatin duplicating carbons, master units, carbon ribbons, carbon rolls for every business need.*

Name C. M. Dick, Jr., Vice-President of Sales

A. B. Dick III, president of A. B. Dick Company, has announced the appointment of C. Mathews Dick, Jr., as vice-president of sales, effective January 1. He succeeds J. G. Beadle, who is leaving the firm after 26 years of service.

Since joining the company, C. Mathews Dick, Jr., has had broad exposure to its operations, having worked in the personnel relations, purchasing, and the controller's divisions. For the past year and a half, he has served as staff assistant to the vice-president of sales and in this assignment has worked on many special projects and with all departments of the division.

C. M. Dick, Jr.

Mr. Dick is a graduate of Harvard University. Prior to coming with the company, he spent nearly three years in the manufacturing operations of a farm equipment company and a machine tool company in Chicago. During World War II, he served three years in the U. S. Navy. He is a grandson of the founder of A. B. Dick Company and a nephew of A. B. Dick, Jr., chairman of the board of directors.

Mr. Dick III also announced the election by the board of directors, effective January 1, of three vice-presidents who were formerly directors of their respective divisions. They are A. E. Wood, vice-president of purchasing; G. C. Petersen, vice-president of manufacturing; and A. I. Roshkind, vice-president of research and engineering. Mr. Wood has been with the company 20 years, Mr. Petersen, 17 years, and Mr. Roshkind six years.

There's No Mr. Smith of Smith & Butterfield

An interesting feature story by Bish Thompson which recently appeared in an Evansville, Ind., newspaper concerned the non-existent "Mr. Smith" of Smith & Butterfield, prominent stationery firm of the city.

Sidney Butterfield was interviewed by Mr. Thompson and he traced in interesting fashion the history of a firm whose antecedents stretch way back to 1866 or before.

Fresh out of Smiths since 1920, the firm now has a third Butterfield, young Bill. He recently joined his father, Sidney Butterfield. Leo Wittgen is identified as a partner in the stationery concern, starting work as a stock boy in 1910.

Harry Tehan, Jr., Represents Maco Line

Harry Tehan, Jr., 68 Peachtree St., N.W., Atlanta, Ga., is now representing the J. L. May Company, Inc., in selling the Maco line in the following states:

Alabama, Florida (north of West Palm Beach), Georgia, Kentucky, Louisiana, Mississippi, North and South Carolina, Tennessee and Virginia.

Puckett Office Equipment Opens in Waco

E. H. Puckett, Waco, Tex., office machine specialist, recently opened the Puckett Office Equipment Company at 125 S. Fourth St., in Waco. The new firm will handle nationally advertised brands of business machines and office equipment such as furniture, files, safes, and so forth.

Victor Adding Machine Promotes Three

The Victor Adding Machine Company recently announced promotions for three men in the sales division. The group includes Marvin Lehman of Dayton, Ohio; Walter F. Beisser, Washington, D. C., and Walter C. Riley, Jr., of Chicago.

Mr. Beisser and Mr. Lehman both started as junior sales men. Joining Victor in 1947, Mr. Beisser was made a senior salesman in three months. In 1949 he was promoted to national accounts representative and was, in succession, assistant branch manager, Newark, and branch manager in Washington, D. C.

Mr. Lehman came to Victor early in 1950, and later that same year became a senior salesman. A year ago he was asked to serve as acting branch manager and because of his fine showing, was named regular branch manager this month.

Walter Riley, Jr., now district manager of the Champion line for the New England states, started as a sales correspondent in 1948 and in 1952 was made assistant to the manager of the national accounts and government sales department. In June of last year he transferred to the Chicago branch office, and in the first week of December was promoted to his present position.

Bruce Brown, Inc., Occupies New Home

A new business home at 12 E. Delaware Place, Chicago, is now occupied by Bruce Brown, Inc., office machine specialists. The firm was previously located at 851 N. State St.

This move, on December 1, was the result of gaining several new lines on an exclusive basis, points out Bruce B. Brown. "This led to the belief that we needed larger and more modern display rooms instead of window space for passersby. In finding this house we could have all this, plus our own private parking space in the rear for customers."

New Home of Bruce Brown, Inc., Chicago

New ads in the Chicago Redbook are used by Mr. Brown to exploit the parking space feature. These ads also tell about the Roneo, Speed-O-Print, Print-O-Matic and Copy-Rite lines of equipment carried.

A grand opening is planned for late in January at which time the firm will show the new facsimile equipment made by Winchester Industries and all other lines that Bruce Brown, Inc., represents.

CARD CABINETS

WORLD STANDARD
WORLD FAMOUS

EXCLUSIVE

INTERLOCKER BUILD-UP

The Steelmaster's

STANDARD
TABULATING
HIGHER-THAN-WIDE

- ● SINGLES
- ● ● DOUBLES
- ● ● ● TRIPLES
- ● IN SYSTEMS

FOR EVERY CARD FILING NEED!

STANDARD CARD CABINETS

3x5 4x6 5x8 6x9

SINGLES card capacity 1500 each

NO.	CARD	Outside Dimensions		
		Width	Height	Depth
F335	3x5	6⅛"	5⅛"	16"
F346	4x6	7⅛"	6⅛"	16"
F358	5x8	9⅛"	7⅛"	16"
F369	6x9	10⅛"	8⅛"	16"

DOUBLES card capacity 3000 each

NO.	CARD	Outside Dimensions		
		Width	Height	Depth
F3352	3x5	12⅜"	5⅛"	16"
F3462	4x6	14⅛"	6⅛"	16"
F3582	5x8	18⅜"	7⅛"	16"
F3692	6x9	20⅝"	8⅛"	16"

TRIPLES card capacity 4500 each

NO.	CARD	Outside Dimensions		
		Width	Height	Depth
F3353	3x5	18⅜"	5⅛"	16"
F3463	4x6	21⅜"	6⅛"	16"
F3583	5x8	27⅜"	7⅛"	16"
F3693	6x9	30⅜"	8⅛"	16"

HIGHER-THAN-WIDE CABINETS

6x4 8x5 9x6

SINGLES card capacity 1500 each

NO.	CARD	Outside Dimensions		
		Width	Height	Depth
F364	6"x4"	5⅛"	8⅛"	16"
F385	8"x5"	6⅛"	10⅛"	16"
F396	9"x6"	7⅛"	11⅛"	16"

DOUBLES card capacity 3000 each

NO.	CARD	Outside Dimensions		
		Width	Height	Depth
F3264	6"x4"	12⅜"	8⅛"	16"
F3285	8"x5"	12⅜"	10⅛"	16"
F3296	9"x6"	14⅛"	11⅛"	16"

TRIPLES card capacity 4500 each

NO.	CARD	Outside Dimensions		
		Width	Height	Depth
F3364	6"x4"	14⅛"	8⅛"	16"
F3385	8"x5"	18⅜"	10⅛"	16"
F3396	9"x6"	21⅜"	11⅛"	16"

TABULATING CABINETS

3¼ x 7¼

DOUBLES

NO.	Card Capacity	Outside Dimensions		
		Width	Height	Depth
F3702	3200	17⅜"	5¼"	16"
F3703	4800	25⅛"	5¼"	16"

TRIPLES

NO.	Card Capacity	Outside Dimensions		
		Width	Height	Depth
6F3702	19200	17⅜"	36⅛"	16"
6F3703	28800	25⅛"	36⅛"	16"

Individual locks available if wished.

The Steelmasters • art steel sales corp.
170 w. 233rd st. n. y. 63, n. y.

Clary Establishes Salt Lake City Branch

The establishment in Salt Lake City of the 34th factory branch office of the Clary Multiplier Corporation and appointment of Bruce Morgan as manager were recently announced by Joseph W. Stallings, general manager of distribution.

The promotion of Mr. Morgan, an apprentice salesman two and a half years ago, is part of the man-power training program inaugurated in the sales department last fall. Mr. Morgan joined the Clary Company in July, 1951, and was a leading salesman the following year. He was made assistant branch manager in San Francisco six months ago, receiving administrative experience and training prior to his appointment to the Salt Lake post.

At the new branch he will head adding machine and cash register sales and service operations in Salt Lake, Utah and Tooele counties. Franchised dealers will continue to represent the company elsewhere in Utah.

Mr. Stallings pointed out that the company's new manager-training program has resulted in the promotion of three other members of Clary branch sales staffs to managerial positions in the last few months. These are Bert Leavitt, now Oakland, Calif., manager, William Long in Minneapolis, and Jay Jones in Kansas City, Mo.

Bruce Morgan, left, is congratulated by J. W. Stallings

Duplicating Papers, Inc., Relocates

Duplicating Papers, Inc., recently announced its removal of office and warehouse to new and larger quarters at 230 W. 17th St., New York 11, N. Y.

As a special service to customers, the firm maintains facilities for cutting paper to exact specifications, perforating, folding, round-cornering, scoring, slot-hole punching and drilling holes. Descriptive literature and sample books will be cheerfully furnished upon request.

The company invites members of the trade to visit the new offices.

Chicago Firm Relocates in Same Building

Tola Specialties, 554 W. Adams St., Chicago, manufacturers of leather cover and imprinted binders, recently moved to another floor of the building. The new location provides more than double its former manufacturing space. An outside warehouse is also operated by the firm.

D. Armour Hillstrom Urges Dealers to Create New Sales Opportunities

Office furniture dealers who constantly strive to create new sales opportunities, regardless of business conditions, are going to enjoy good business, even in a strong buyer's market. That was the prediction voiced by D. Armour Hillstrom, vice-president and general manager of the Corry-Jamestown Manufacturing Corporation, in an address before the Cleveland chapter of the National Office Furniture Association on November 24, 1953.

D. Armour Hillstrom

Mr. Hillstrom said that the dealer who concentrates on selling *value* over price today is building his future on the soundest possible base. "Certainly it's easier to cut price than to sell plus values," he asserted, "but once we learn to promote value and quality like we traditionally have promoted price, we've really got something to build on."

Mr. Hillstrom said that a look at even the most basic statistics on U. S. business establishments could point the way to opportunities for developing increased office equipment sales in 1954. By way of example, he pointed out that of the 2,640,000 business establishments in the United States, 2,633,000, or 99%, were small retailers, garages and other establishments having little or no need for the best in business equipment.

Small Number Do Buying

He said that the other 1%, or 7,000 businesses employing 500 or more people, had a better appreciation and need for good, modern, cost-cutting equipment. He added that this 1% buys 54% of all the better kinds of business machines, systems and office furniture sold in this country, and suggested that dealers recognize this concentrated element of buying power in planning their sales programs in 1954.

Mr. Hillstrom pointed out that his own company, which manufactures Steel Age steel office furniture, has also been faced with the same sort of decisions involving direction in business during the past several years. To meet the heavy demand for steel office furniture in the post-war years, Corry-Jamestown management was called upon to produce desks and files in greatly increased quantities, yet retain a tradition of high quality and still remain competitive in the face of rising labor and material costs.

The speaker's father, David A. Hillstrom, president and chairman of the board of Corry-Jamestown, agreed that a modern new straight-line production plant was the best answer to the problem. A new $1,000,000 desk plant was constructed and completed in 1952.

Today, the plant makes it possible for Corry-Jamestown to save $100,000 a year in handling and finishing alone, Mr. Hillstrom said.

In 1953 a second new building identical in size and design to the first one (800 feet by 120 feet) was erected. It was being used as a warehouse initially, but will be employed as a file production plant later on, Mr. Hillstrom told his audience.

The speaker said that while his company has experienced a steady growth in recent years, it has been a continuing challenge to the firm's management to maintain profits in balance in relation to sheer volume. "There is

Why the *S. G. Adams Company* advertises in the 'yellow pages'

The S. G. Adams Company of St. Louis is out to get sales. So naturally they advertise in the 'yellow pages' of the telephone directory . . . where 9 out of 10 shoppers look before they buy.

Among the classifications under which the Adams Company runs display ads and listings are: Office Equipment; Filing Equipment; Cabinets; Desks – Retail; Stationers. And Trade Mark Service listings help them cash in on national advertising done by the brands they carry.

Your telephone directory representative will be glad to help you plan an appropriate classified advertising program.

Name Plates
Adams S G Co 920 Olive ---------- MA in-2215

Rubber Stamps

Call MA in 2215

920 OLIVE ST. (at 10th)

Adams

RUBBER STAMPS
Steel Stamps - Office Supplies
Stencils, Seals and Badges

MARKING DEVICES, TRADE CHECKS, DATERS, STAMPING PADS, INKS
S. G. ADAMS CO.

Filing Equipment
ADAMS S G CO
Yawman & Erbe Visible
Card Filing Systems
920 Olive ---------- MA in-2215

Tags
ADAMS S G CO
Manufacturers Of Metal Tags
920 Olive ---------- MA in-2215

Badges
ADAMS S G CO
Manufacturer Of Metal-Ribbon Badges
920 Olive ---------- MA in-2215

Get in touch with the telephone directory representative at your local telephone business office.

probably a best pace for any given organization at any given time," he said. "Force it too much and something will be neglected—either communications and moral, or quality or deliveries or costs—with the upshot that you may trade profit for empty volume."

Mr. Hillstrom urged his audience not to ignore or back away from the complex problem of selling to today's increasingly competitive market. "As owners and managers," he said, "our primary job is solving problems for our organizations. Let's cultivate an appetite for them. For with no problems, we're out of a job!"

Mr. Hillstrom said that one of the most difficult problems facing a manufacturer today is learning just what the consumer wants, when possibly the consumer doesn't even know himself.

He said that one of the greatest services dealers could perform for manufacturers was to weigh and assess consumer desires and let valid desires be known to the manufacturer.

Mr. Hillstrom said that one of the most urgent tasks of a manufacturer is to successfully instill in the man at the machine the value to himself in job security of maintaining product quality so that he just won't turn out poor work.

There will continue to be good business for capably-operated outfits, he believes.

Dick Singer to Represent Several Firms

Richard B. "Dick" Singer of Chicago, long identified with the industry, is now firmly established as a manufacturers' representative from his 1243 W. Thorndale Ave. address.

Following the firms represented and territory assigned to Mr. Singer:

Indiana Chair Company—Illinois, Wisconsin, Minnesota, North and South Dakota, Iowa and Nebraska.

Richard Singer

Indiana Desk Company—North and South Dakota.

F. E. Hale Manufacturing Company—Illinois, Wisconsin, Minnesota, Iowa, Nebraska and Missouri.

All-Luminum Products — Minnesota, Iowa, Nebraska, Missouri, and Kansas.

Industrial Lamp Corporation—Illinois and Missouri, west of Springfield.

Amberg File & Index Company — Kansas, Nebraska, North and South Dakota.

Art Steel Publishes Holiday Book

The Steelmaster Triangle, a publication issued regularly by the Art Steel Sales Corporation, was called the Christmas-Chanukah issue in December.

Containing both Christian and Hebrew messages of faith and inspiration at the holiday season, it also featured songs with both music and verse. There were also Felices Pascuas messages for the many Puerto Rican members of the firm.

In addition to a "Report on Puerto Rican Affairs" and a biography of two employees there was also news and pictures of Steelmaster's foremen's Christmas dinner. On the cover of the publication was a message from Joseph Burger, president.

New Quarters Occupied by Johnstown Firm

Cambria Office Equipment Company has opened its remodeled showroom and offices at 331 Stonycreek St., Johnstown, Pa. The firm is distributor for the A. B. Dick Company in a seven-county area for offset, spirit and mimeograph equipment, products and impression papers.

The firm concentrates its business on duplicating and related processes, incmluding folding, collating, jogging and addressing.

K. O. Tompkins, manager of the family-owned-and-operated business, said the expansion program was motivated "by the necessity of having a functional sales and showroom, as well as our need for more space to display and demonstrate the present as well as the future products of the A. B. Dick Company."

Exterior of Cambria Office Equipment Co.

The firm is located two blocks from the heart of downtown Johnstown, providing better parking facilities.

Mr. Tompkins reported that over the counter sales in the new location have improved considerably over those in the old Main Street store.

The company purchased the Stonycreek St. building three years ago for the express purpose of expansion. It has two large display windows that give street traffic a view of the display floor and also admit considerable daylight.

Interior Display at Cambria Office Equipment Co.

The showroom itself is very colorful. The floor is covered with tile having red and green diagonal stripes. Wall

IF YOU WANT A LINE THAT'S COMPLETE,

SELL "IN-DEMAND" OFFICE FURNITURE BY ALL-STEEL

Why not place yourself in a position to supply all customer requirements for top-quality office furniture and equipment? The ASE line is broad. It represents smartness of design and integrity of construction. It is popular and profitable to handle. Write us for details.

Better Built for ASE Better Business

A BROAD GROUP OF FINE QUALITY STEEL OFFICE CHAIRS

Swivel and side chairs both with and without arms . . . posture chairs with Contour Seat and Orthoform Back. ASE Green, Dawn Gray, Stylite Tan, Mist Green and Brown finishes. Elastic Naugahyde, Goodall Claremont and Gros Point fabrics in a fine selection of colors. A splendid chair line for every purpose.

send in coupon for complete information, our franchise may be open in your community.

All-Steel Equipment Inc.
Dept. OA
Aurora, Illinois

Gentlemen: I'm interested. Send complete information on All-Steel office furniture and equipment.

Company Name.....

Individual's Name.....

Street Address.....

City.....State.....

ALL-STEEL EQUIPMENT INC.
Aurora, Illinois

Unit Robes • Key Cabinets • Storage Cabinets • Bookcases • Clothes Lockers • Counter Sections

Cabinets · Filing Cabinets · Desks · Blueprint Files · Chairs · Tables

areas in the showroom are off green, while wall areas in the office are pale yellow. Counters are salmon colored. The iron railing at the entrance to the showroom is painted green with a salmon insignia, and the ceiling is a scrolled green.

The showroom measures 37 x 30 feet, with stock rooms and shop located in the rear.

Mrs. K. O. Tompkins, wife of the manager, is in charge of the office, and Kenneth Tompkins Jr. takes care of deliveries and stock. There are five people in the organization.—GET

Mosler Dealer Cashes in on Local Promotion

An office equipment dealer in Richmond, Va., recently cashed in on a local department store promotion by lending the store a safe to exhibit a $10,000 diamond belt. The story of this alert promotion was told by the Mosler Safe Company.

The store, Thalhimer Brothers, had set up a special display in its 60-foot window on Grace St., one of Richmond's busiest thoroughfares. The display featured products of the Hickock Manufacturing Company.

Among items shown was one of the $10,000 Hickock award belts presented annually to the athlete of the year. The belt shown is the property of Phil Rizzuto of the New York Yankees. Constructed of genuine alligator, the belt has 2½ pounds of gold in the buckle, 25 small diamonds, a large diamond (2½ to 3½ carats), a ruby, and a sapphire.

When Mosler dealer Herbert Marks of the office equipment firm of Morton Marks & Sons, Inc., heard about the display, he offered the store the use of a Mosler safe in which to keep the belt.

The idea paid dividends for both firms—Thalhimers, because they knew the belt would be protected from robbery, and Marks because it achieved good local publicity by showing the safe in a heavily-traveled area.

Clary Announces National Winners

C. J. Feltz and Ray Evans are two national winners among more than 400 franchise dealers for Clary Multiplier Corporation in the business machine firm's first annual Clary Star contest.

The two men who tied for first place are both from Ohio.

C. J. Feltz

Ray Evans

Mr. Feltz owns C. J. Feltz Office Supplies, 1408 N. Main St., Dayton, Ohio.

Mr. Evans is owner of Evans Typewriter Company, Cory and Crawford Sts., Findlay, Ohio.

Dallas Firm Opens in New Location

Industrial Office Supply has opened for business in its new location at 1318 N. Industrial, Dallas, Tex. The move is the third expansion for the firm since opening in Dallas three years ago. The new location is three times larger than quarters previously occupied by the firm. Lloyd W. Birdwell is the owner.—EEG

3M's Crockett Honored for Sales Work

J. S. Crockett, sales training director for Minnesota Mining & Manufacturing Company, heads the list of annual award winners announced recently by the National Society of Sales Training Executives.

Mr. Crockett received a plaque naming him as the man "who did most for the advancement of sales training in 1953."

The presentations was made during the group's fall convention at the Edgewater Beach Hotel in Chicago December 3, 1953.

Mr. Crockett cited his own experience as a salesman, some good, some bad, among the items contributing to the sales training program he has developed at 3M.

In his first bit of experience Mr. Crockett proved the old

J. S. Crockett

sales theory that there is a direct ratio between calls made and sales completed. His only complaint is that the ratio wasn't quite right.

Armed with a rate book and the persistence that has made insurance men famous, Mr. Crockett started at the top of a 22-story St. Louis office building. Three weeks and several hundred calls later, Crockett had worn shoes, corns and three signed applications for $1000 each.

He was even less successful at selling Fuller brushes in an Italian section of S. St. Louis without benefit of an interpreter.

Definitely on the plus side of his experience ledger were eight years as a salesman with the National Cash Register Company and six years as a salesman for his present firm. He thinks some of his best selling experience came during his four years in the Navy. One of his assignments was to direct Wave recruiting for the 9th Naval District. He was successful enough so that a Wave replaced him and he was again at sea.

It was not until a year after his return to civilian life and 3M that Mr. Crockett was charged with organizing and directing 3M's first attempt at formal sales training. As is frequently the case, he thinks he got the job because he was the one who had hollered loudest about what the lack of training was doing to 3M salesmen.

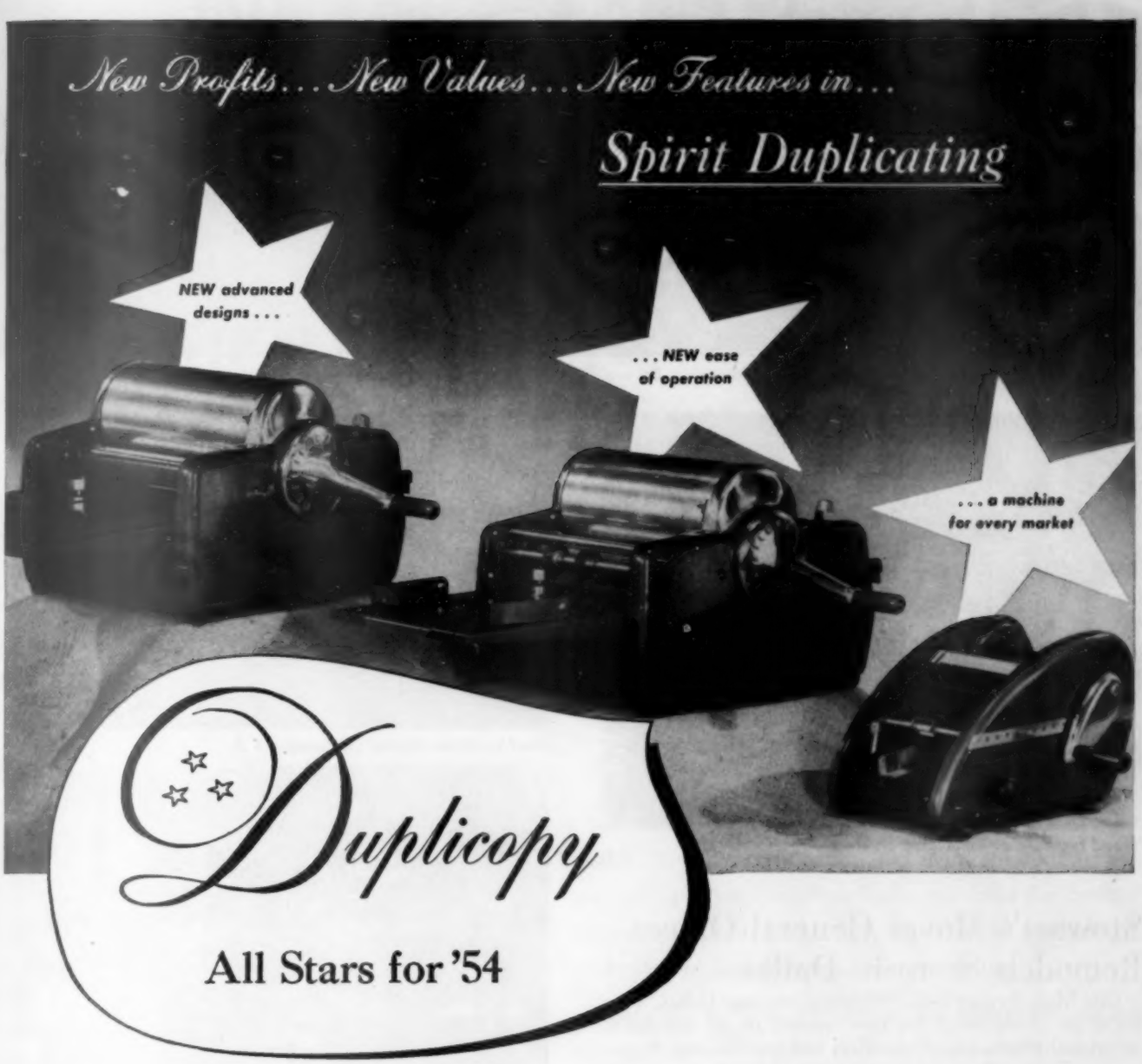
The sales training department, under Mr. Crockett's direction, now trains representatives for all major product divisions of the parent company and for several of the subsidiaries both here and abroad.

Lockard Appointed Floor Manager

Bob Ferguson, manager of the Office Supply Company, 220 Fifth Ave., Laurel, Miss., recently announced the appointment of Dick Lockard to the position of floor manager for the company. Mr. Lockard succeeds Henry C. Pippin, who has resigned to go to Pensacola, Fla., where he will be manager of a similar business.—EEG

John Friedmann With Army in Europe

John Friedmann, son of L. Ed. Friedmann who for many years has been salesman for Le Page's, Inc., in the Seventh District NSOEA, entered the Army on the first of last August and sailed to Europe on New Year's Day.



New H-44, Hand Feed

Superbly engineered spirit duplicator, carrying one of the lowest price tags in the field. Where cost is a factor, you'll have a decisive advantage with this Duplicopy model. Preferred by schools and small businesses. Easy to hand feed because of the special paper guides which prevent crooked or wrinkled sheets. Has Magic Fluid Flow moistening system and free turning drum. Excellent registration. Same smart styling as the A-44.

Retail price $119.50.

New A-44, Automatic Feed

Featuring an entirely new rotary quiet cam-cycle for easy turning. There's no whip or tension—a child of three can turn the drum. Six other brand new features include a new feed unit that is positive and eliminates skip feeding; hairline registration for forms work; heavy duty bearings for longer life. Remember only Duplicopy has the patented moistening system, Magic Fluid Flow, assuring clean, bright copies from the very start.

Retail price $169.50.

New Tag, Card, Label Printer

Nothing else like it! Only spirit process printer made that will reproduce on wire or string tags and *gummed labels*. Reproduces in 1 to 5 colors at a time on any tag, card, or label stock. Hundreds of applications in large or small businesses. Ideal for running identification tags, labels; postcards; office, credit, and bank forms; envelope stuffers, etc. Prints up to 100 copies a minute. Takes stock up to 4¾" x 7". Price includes pint of fluid and 6 master units.

Retail price $34.50.

Write for complete details about the Duplicopy All-Star line and profitable line of Duplicopy Spirit Supplies.

Duplicopy company

224 West Illinois Street · Chicago 10, Illinois

Stewart's eight delivery units in front of new building . . . Second floor bookkeeping and accounting department

Wood furniture at Commerce St. store

Steel furniture display on Commerce St.

Stewart's Moves General Offices, Remodels Store in Dallas

Last May, Stewart Office Supply Company, Dallas, Tex., began the move which has now resulted in the transfer of its general offices, executive offices and outside sales departments. These offices are now located at 400 S. Austin St., rather than at the store at 1523 Commerce St.

Two major objectives have been accomplished by the move. First, by relieving congestion at its store outlet, Stewart's has been able to modernize the store. Second, service to the customer has been materially increased by consolidating all office functions, warehousing and delivery at the more accessible Austin St. location.

To inform customers of these advantages, Stewart's mailed over 5,000 brochures entitled "Announcing Jet Age Service." The brochure emphasized the establishment of a production line for the processing of incoming orders. Pictures of the many departments (some of which are reproduced here) are accompanied by brief mentions of the brands carried.

Remodeling done at the Commerce St. store converted the entire mezzanine and second floor to a beautiful, spacious

Showroom of duplicating products division . . . Mezzanine at remodeled Commerce St. store

THE 4000-ITEM SHAW-WALKER FRANCHISE IS THE TRADE'S MOST VALUABLE

SHAW-WALKER

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World

Factories and Home Office, Muskegon, Michigan

THE EXCLUSIVE SHAW-WALKER dealer offers his customers 4,000 items matched in appearance and matched for results. All bear the symbol of quality—"Built Like a Skyscraper"—the best-known trademark in the office equipment industry.

Shaw-Walker's 4,000 items are easier for dealer salesmen to sell because they are "time-engineered" to help any user get more done, more easily, more quickly.

The 300-page Golden Anniversary Shaw-Walker OFFICE GUIDE simplifies selling and is the biggest single source of dealer orders in this business.

Perhaps you qualify for this desirable franchise. Right now there are a few cities in which we are willing to establish new dealers or make a change. Yours may be one of the cities.

7 PROFIT ELEMENTS OF EXCLUSIVE S-W FRANCHISE

- Best Known Trade-Mark
- Simplified Selling Plan
- A Single Source of Supply
- Exclusive Merchandise
- 8,000 Items
- A Flow of Sales Helps
- The New Low Desk

furniture display. Among the products featured here are those by The General Fireproofing Company, Doten-Dunton Desk Company, Standard Furniture Company and the W. H. Gunlocke Chair Company.

The new showrooms are opened to the public as a service to help buyers visualize equipment in appropriate surroundings. No matter what the customer requires in the way of office equipment, a representative sample is to be found at Stewart's. The firm invites all members of the trade to visit this display whenever they are in Dallas.

SCOFA Conducts Office Furniture Week Program

The Southern California Office Furniture Association conducted an ambitious National Office Furniture Week program under the direction of Floyd Fenn, California Desk Company, newly-elected president of the group.

The theme, "A Salute to the Business Leaders of Tomorrow" lent itself effectively to the dramatic type of promotion, both on an industry-wide and individual firm basis.

The initial step in insuring the success of the 1954 fete held January 17-23 was the appointment of Herman Klein, general manager of Miller Desk & Safe Company, as chairman. Mr. Klein is past president of SCOFA and also served as chairman of last year's event.

Plans were mapped to involve guidance counselors and students of the city's major business schools, with students scheduled to take over the helm of SCOFA as "junior executives" during the week. Business school students and counselors were guests of the SCOFA at a luncheon meeting climaxing the week-long fete.

***Well Planned** . . . Floyd Fenn (left), president of Southern California Office Furniture Assn., smiles with chairman Herman J. Klein over the success of the January 17-23 National Office Furniture Week observance.*

Other highlights of the celebration included the selection of a "Most Decorative Office Worker" from among personnel of Los Angeles' major corporation and a school poster contest employing the theme of the 1954 event.

Members of the SCOFA planning committee who assisted President Fenn and Chairman Klein in planning the observance were:

Dennis O'Hearn, Hollywood Office Furniture; Joe Lenihan, McMann Bros.; Morris Piltzer, Piltzer Qualiton Products; Frank Booz, Leekley & Boos; Leo Hawkins, Gilmore Office Furniture; Homer Jonas, General Office Furniture Company, and William Jones, Los Angeles Desk Company.

Burroughs Installs "Brain" at University

A new and unique electronic "brain"—a giant computing machine that can solve complex mathematical problems with lightning rapidity—was unveiled at Detroit's Wayne University in December marking an important milestone in the progress of high speed automatic computing techniques.

***A staff engineer** of the Wayne University Computation Laboratory operates the giant Burroughs electronic "brain" from a central control console. Behind the door panels of UDEC (Unitized Digital Electronic Computer) are several tons of electronic gear and more than 10 miles of inter-connecting wires and cables.*

The "brain", known as UDEC—for "Unitized Digital Electronic Computer"—was designed and built by the Burroughs Corporation and installed in Wayne University's Computation Laboratory as part of a $500,000 community industrial education project instituted by Wayne and paid for by more than a score of Detroit's major industries. It is the second of its kind in the world. The only other similar machine is the original experimental model in Burroughs Philadelphia Research Center.

UDEC is different from other electronic computers because of its "building-block" construction. "Because of this unitized construction," said Dr. Arvid Jacobson, Director of the Wayne Computation Laboratory, "UDEC may never become obsolete."

The computer is built primarily of unit-packaged electronic circuits assembled one on top of the other in a steel framework. With flexible, removable components the computer can be readily altered to incorporate advancements.

Commenting on how the Wayne Laboratory was instituted, Dr. Jacobson said, "We organized the laboratory three years ago on the precept that such a project should be a co-operative community effort between industrial and educational groups."

"Normally, industry would carry on applied research in the adaptation of rapid computing techniques to its own problems, while the role of education would be that of basic research and the preparation of young men and women in the sciences involved. But where costly equipment is needed and where the value of competent personnel is high, outside assistance is essential to progress."

"When the University asked Detroit industries to support financially a computation laboratory, they responded generously. Their grants have enabled Wayne to acquire UDEC and establish a substantial operating fund for a five-year period."

Primary purpose of UDEC in Wayne's educational pro-

HELP EASE YOUR PROSPECTS' BURDEN OF PREPARING TAX RETURNS WITH A

BURROUGHS ADDING MACHINE

This is the "season" when Burroughs Dealers will find that many businesses "snowed under" with income tax figuring are good prospects for a Burroughs adding machine. No wonder—because Burroughs adding machines are so easy to operate and give mechanized speed and accuracy to a tedious job. They eliminate hours of checking and rechecking long columns of paper-and-pencil computations. For fast exact figuring a Burroughs is *the* right answer.

Prospects will be glad you called to demonstrate a Burroughs. They will quickly see the value of having one while preparing income tax forms, and for the rest of the year, too. You will find that your calls have made new customers and friends, as well as profit, for you. Burroughs Corporation, Detroit 32, Michigan.

BURROUGHS HELPS YOU SELL BURROUGHS!

Each Burroughs dealer is supplied periodically with complete promotional packages including local newspaper mats to tie in with the national Burroughs advertising campaigns; direct mail material; special displays and many other timely sales-building aids.

gram is to help train urgently needed personnel for the operation of the country's growing number of electronic computers and to seek new developments in the field of automatic data processing equipment. In addition to this, the laboratory will be at the disposal of industry for the solving of practical problems in engineering, research, production, inventory control and certain other business operations.

Detroit Firm to Distribute Precisa

Charles W. Hoover, field representative for the Precisa Calculating Machine Company, Inc., has announced the appointment of Metropolitan Typewriter Company, Inc., 18097 Sorrento Ave., Detroit, Mich., as distributor of Precisa products in Michigan and the northern portion of Indiana and Ohio.

Mr. & Mrs. Bertan R. Swanger, owners of the Metropolitan Typewriter Company, Inc., have been in the office equipment business for more than 27 years and are well known throughout the area, as well as nationally, for their activity in the National Office Machine Dealers Association.

Mr. Swanger plans to increase and strengthen the Precisa dealer organization in the territory by providing a complete stock of machines, parts and supplies for immediate delivery.

Steve Kantor Promoted at Shipman-Ward

Rocky Jones of Shipman-Ward Manufacturing Company has announced the promotion of Stephen J. Kantor to the position of treasurer of the firm.

Steve has been with Shipman-Ward for more than 26 years, starting as carriage assembler in the rebuilding department. He has progressed through foremanship of departments, superintendent of the shop, assistant general manager of the plant and now to treasurer of the company as a reward for loyal and efficient service.

McClain & Hedman Notes Anniversary

This is the 50th anniversary year for the McClain & Hedman Company, 54 E. Fourth St., St. Paul, Minn.

S. F. Jerue, head of the company, points out that is was founded "modestly" by F. O. McClain and S. G. Gray, both now deceased, at 317 Jackson and has had half a century career in office modernization.

Starting to work a few months after the firm was founded, Mr. Jerue will mark his own golden anniversary in the industry March 12.

Dixon To Market Pencil Through Retailers

Joseph Dixon Crucible Company is now manufacturing a planographic marking pencil which will be marketed exclusively through stationers and office supply dealers, thus opening a new profit field.

This type of pencil is widely used in offset printing in offices and plants for marking on multilith and colithotype plates. Electronics and small assembly plants also use this device, as do clerks and salesmen who prefer the planographic for making reports.

Rem Rand Branch Expands

The Shreveport, La., branch of Remington Rand Inc., has opened for business in new and larger quarters at 209 Milam St. W. H. Harrington is district manager.—EEG

Friden Receives Dusseldorf Awards

Highest awards of the 1953 International Exhibition of the City of Dusseldorf, Federal Republic of Germany, were presented in San Francisco to President Walter S. Johnson, of the Friden Calculating Machine Company, Inc., of San Leandro.

Presentation was made by Dr. Gerhard Stahlberg, the Consul General of the Federal Republic of Germany, following a luncheon at the San Francisco Commercial Club.

The awards, a gold medal and certificate given by a jury of judges at the Dusseldorf Exhibition, went to the Friden square root calculator, for having achieved the most, in its category, toward improving living standards for all.

Theme of the exhibition, which attracted more than 2,000,000 people was "Alle Sollen Besser Lebben",—a better life for all.

In making the presentation in San Francisco, Dr. Stahlberg

Gold Medal to Friden . . . *Walter S. Johnson, president of the Friden Calculating Machine Co., Inc., smiles broadly as he receives the gold medal award of the recent Dusseldorf International Exhibition from Dr. Gerhard Stahlberg, Consul General for the Federal Republic of Germany. In the center is Hans von Steiglitz, commercial attache of the German Consulate in San Francisco.*

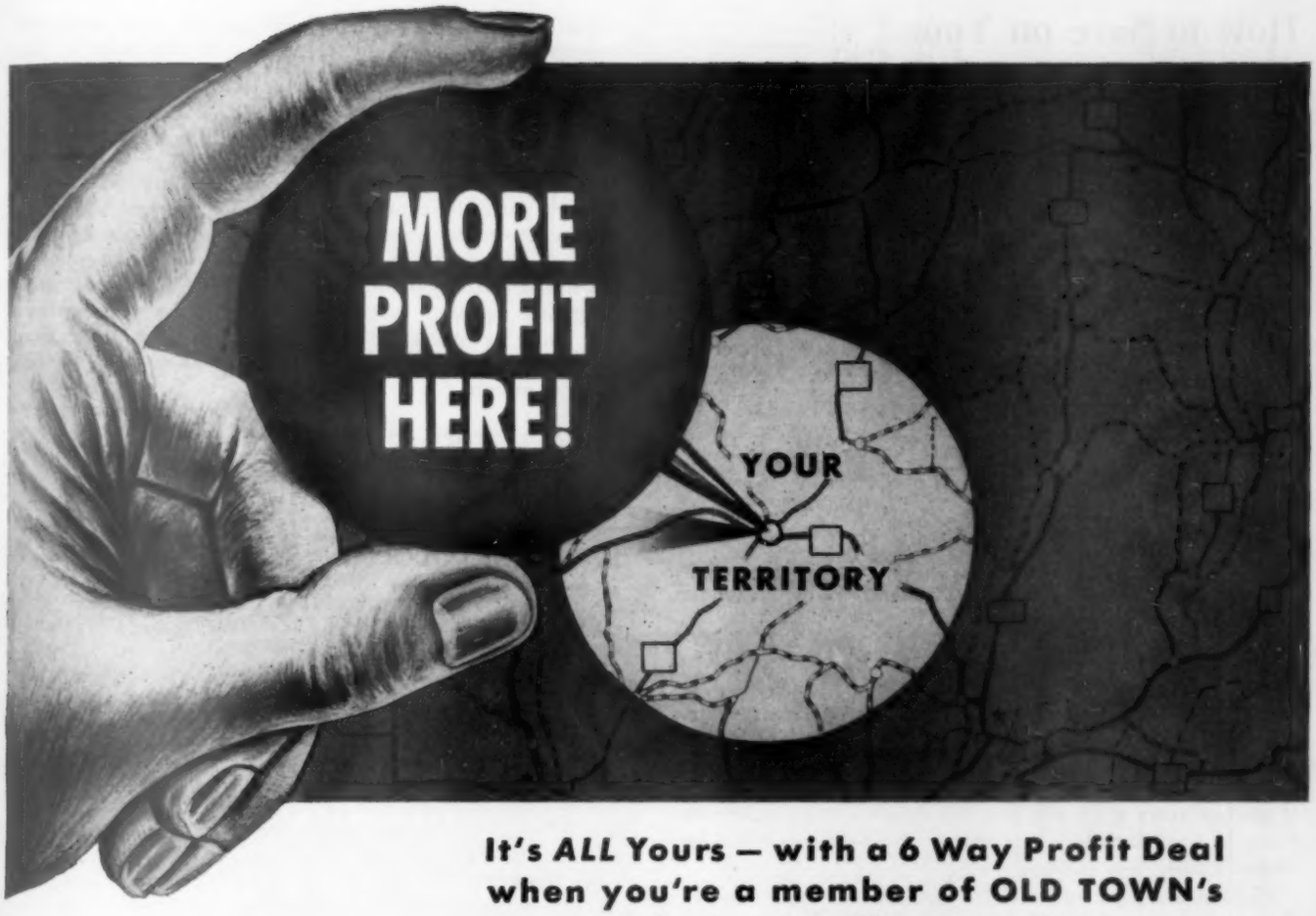
pointed out the valuable contributions which the Friden Company has made towards international understanding by establishing trade relations all over the world. He stated that quite a number of Friden calculators have been sold in Western Germany and proudly mentioned that recently some German high precision machine tools have been installed in the San Leandro plant of the Friden Company.

Friden President Johnson, just returned from a world business tour, in accepting the award for his company, said: "Our company is deeply honored by this recognition by officials of the International Exhibition at Dusseldorf. We are proud of the record this machine has achieved and it is a pleasure to report it received similar attention at the International Exhibition held in Paris. President Auriol selected our square root calculator for comment during a press conference when he stated: 'Instead of scolding my grandchildren for not being exactly brilliant in mathematics, I think I shall tell them to come and see this machine.'"

Mr. Johnson said that improving conditions were notable throughout Europe and particularly in West Germany, France, Italy, and Japan.

Franz Stationery Relocates in Chicago

Franz Stationery Company has moved to a new location in Chicago at 710 W. Jackson Blvd. The new zone number is 6, but the phone number, FRanklin 2-7000 remains the same. The old location was 111-119 S. Wells St.



It's *ALL* Yours — with a 6 Way Profit Deal when you're a member of OLD TOWN's Exclusive Family of Dealers

Right here, in your territory, find out now why an OLD TOWN Dealership is a better deal for you — *6 ways better.*

You handle a line that is ***complete*** —exactly right for every job.

You handle a line that is ***more profitable*** and at no increase of price to the consumer.

You handle a line that gives you ***control of your territory*** on fully protected basis.

You handle a line with a ***repeat business formula*** that works like a lifetime annuity.

You handle a line where factory-trained Sales Engineers and hard-hitting advertising helps mean ***more big accounts*** for you.

You handle a line that, once sold, stays sold, because continuous research and improvements have made OLD TOWN products the standard of quality the world over.

Old Town

Duplicating Machines
Electric and Hand-operated Machines for systems work, school use, rapid communication

•

Spirit and Hectograph Carbons and Master Units
Super-Kleen • Jet-Rite • Hi-Test

•

Duplicating Supplies
For speed, efficiency, economy — Old Town Fluid, Copy Paper, Dupliforms, Cleansing Cream.

•

Carbon Papers
All-purpose, long-lasting, non-curl
Dawn, Stratosphere, Sable Eighty, Notack.

•

Inked Ribbons
For all typewriters and business machines
Dawn • Pure Silk • Nylon + AF
Hermetic • Old Town • Typal

Old Town CORPORATION

Get "on the map" of OLD TOWN Dealers. Fill in and mail coupon today for details on this Lifetime Profit Deal. You may be the dealer we are seeking!

OLD TOWN CORPORATION
345 MADISON AVE., NEW YORK 17
World's foremost maker of carbons, ribbons, duplicators and supplies.

OLD TOWN CORPORATION, DEPT. OA-2
345 Madison Avenue, New York 17, N.Y.

Gentlemen:

Send me full particulars on the New OLD TOWN Dealership Plan and how OLD TOWN products can assure me of a bigger share of sales and profits on Carbons, Ribbons, Duplicators and Supplies.

Company Name_____

Your Name_____

Address_____

City_____ Zone____ State_____

How to Save on Your Income Tax

by JAMES P. WARD
Ames Supply Company

■ WE RECENTLY RECEIVED a letter from an office machine dealer asking for information about how he could save on taxes by segregating his rental stock. This is very important information, and we are publishing it for the benefit of other dealers. The beginning of the year is the best time to take the necessary steps to segregate your rental stock, and get this reduction in taxes for 1954.

About five years ago, John D. Romano, president of Valley Typewriter Co., Fresno, Calif., called the attention of dealers to his tax-saving method of handling rentals. Dealers who adopted this idea have since saved thousands of dollars in taxes. One large dealer told us he saved about $1,700.00 the first year.

Romano Found Loophole

The Internal Revenue Bureau has ruled that new and used office machines held for sale CANNOT BE DEPRECIATED AT ANY TIME. However, Mr. Romano called attention to Section 117-JK of the Internal Revenue Code, by which dealers could segregate their rental machines into a separate rental equipment account. The cost of the machines could then be depreciated at the rate of 20% annually if the machines are rented not less than six months in each year. In this way, the entire cost of the machines could be depreciated in five years.

Here is a sample of how it works: For illustration, say the original cost of a used machine is $60.00. If it is rented at least six months each year, it can be depreciated 20% or $12.00 each year. At the end of two years it would have a cost on the dealer's books of $36.00. Suppose the machine is then sold for $100.00. Subtract the book value of $36.00, leaving a capital gain of $64.00. From this gain of $64.00, deduct 50% or $32.00, as long term gain, which is NOT taxable. Only the remaining $32.00 goes into regular income for taxation.

Some dealers dumped all of their machines into this special rental stock, even though they were holding some of these machines for sale. As a result, the Internal Revenue Bureau ruled that frequent sales of rental machines, even though they were held more than six months would tend to refute any claim that it was the dealer's intention to use these machines only for renting. There is no objection to an occasional sale of a rental machine when a dealer does not have a similar machine in his "for sale" stock.

Can be Transferred

All machines now out on rental may be transferred to this special account. If a dealer has not closed his 1953 books it might be possible to make an arrangement with the district Internal Revenue Bureau, by which the dealer would be permitted to segregate his 1953 rentals and get the benefit of this reduction in taxes for 1953. However, it is better to get in touch with the Revenue Office through the tax expert who makes out your yearly return to the Government. If you decide to adopt this rental-saving plan for 1954, be sure to notify the Revenue Office, through your tax expert, that you are planning to make this change in handling your machine inventory.

The tax-saving method suggested by Mr. Romano is perfectly legitimate, fully allowable and should be put into effect by every dealer who rents office machines. However, the Government is never enthusiastic about any ideas that reduce taxes, even if legal, and will quickly turn down any returns that do not fully comply with the rules of the Internal Revenue Bureau with reference to segregating only machines intended for renting.

Each item of equipment in the rental account should be separately depreciated each year, so that its cost less allowable depreciation at any given date can be easily determined. When a particular rented machine is sold, its cost should be removed from the rental asset account, the depreciation to date of sale removed from the reserve for depreciation account, and the gain or loss recorded in an appropriately designated account. Sales recorded should be so designated that those involving sales of rentals held for more than six months can be easily separated from those held for less than six months.

Five Times as Many Customers

by GEORGE M. DODSON

■ WOULD YOU BE INTERESTED in having five times as many customers in your office supply and equipment store? Well, you would find it rather costly to do enough advertising to get such results. But you can go a long way toward winning that extra trade by remembering that almost every woman entering your place of business is actually five customers in one! Take Mrs. Jones, one of your store visitors today, as an example.

Customer No. 1: Mrs. Jones works in an office. The boss leaves a lot of the purchasing of supplies up to her, and is pleased when she discovers new items to increase office efficiency. With good office employees hard to replace, he actually hopes you will sell her on something that adds to her contentment on the job.

Has Home Needs

Customer No. 2: Mrs. Jones manages a home, too. Seems the fellows who track down statistics claim there are now more married than single women at work. With the idea of a small office in the home beginning to gain ground, this field is so wide open that failing to mention it to your women customers appears to be cutting store volume needlessly.

Customer No. 3: Although Mrs. Jones has two children in school, her mind was on other details at the moment. However, she would appreciate your suggestions on anything that helps the younger generation get ahead.

Customer No. 4: You might suppose these activities would keep Mrs. Jones very busy. But actually she belongs to several organizations, and is secretary of one of them. She probably would have listened carefully to a short sales talk on filing supplies, record books, and similar aids for handling her organization duties.

On Lookout for Gifts

Customer No. 5: Finally, this same Mrs. Jones is always on the lookout for unusual and inexpensive gifts for her own and her family's use. Even if she was not ready to make such purchases today, it's well for her to know what you have in stock that might solve her gift-buying problems.

We have been discussing married women workers in arriving at the total of five customers in one. However, the single girls may already be Customers Nos. 1, 4 and 5—and eventually will in most cases enter the other two groups later.

Advertising, displays and salesmanship to attract women to the office supply and equipment store is good business. Doing a thorough job of selling them from all the angles mentioned above is good sense.

CORRIAN
STEEL AGE PRODUCT
CORRY-JAMESTOWN MFG. CORP.

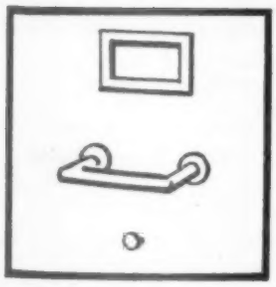
New, Quality-Built

CORRIAN

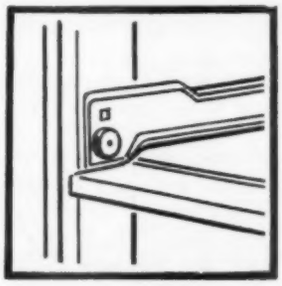
Opens the Door to Profitable Low-Cost File Market

Here's an economy priced file that's just the ticket for garages, service stations and other small businesses in need of good, well-constructed files at low cost. It's the new *Corrian*, created by the makers of Steel Age office furniture, and it has the outstanding construction features that you'd expect to find only in a more expensive file. Yet its cost is attractively low.

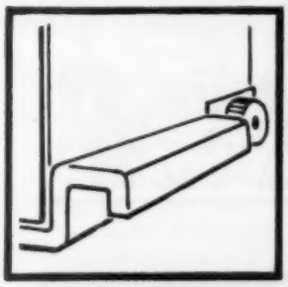
The *Corrian* can help you broaden your market, increase your sales and ring up greater profits during this year. Why not get the complete story on this new line of quality-built, economy-priced files today? We'll gladly send prices and descriptive literature on request.



Sturdy and attractive white hardware



Rigid, ladder-type front frame and roller bearings



Heavy duty drawer channels and rollers

25¼" filing space
Side-acting compressor

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

Branch Offices: Boston • New York • Philadelphia • Atlanta • Detroit • Chicago • Dallas • Los Angeles • San Francisco

Big brass or file clerks... they all need Bassick CASTERS

• Vice-presidents and office boys both like their chair casters to roll easily, smoothly and quietly. And no caster you can sell measures up to these requirements like Bassick "Diamond-Arrow" casters. THE BASSICK COMPANY, Bridgeport 2, Conn. *In Canada:* Belleville, Ont.

For wood-base chairs | For tubular-base chairs | For metal-base chairs

Bassick
A DIVISION OF
STEWART SW WARNER

MAKING MORE KINDS OF CASTERS . . . MAKING CASTERS DO MORE

75 YEARS OF CASTER LEADERSHIP

4TH DISTRICT NOTES

R. E. HILBURN, CORRESPONDENT
P.O. BOX 2835, GREENSBORO, N. C.

Ever see a man finally get out of the frying pan and then turn around and jump right back in? Me neither—but **Allen Cammack** has just done a reasonable facsimile of same. He no more than got out of being governor of the Fourth District for TWO terms than he takes on not one, but two more jobs. This time it is on a national scale, working for NSOEA.

He has taken on the direction of the nationwide membership drive as a staff representative of the Washington office of NSOEA and on December 1 signed the FIRST new member himself. The gentleman to be so honored was **Don MacGillwray,** working out of Charlotte, N. C., for Dennison. Don and Allen had their pictures took during said signing and I suppose they will appear in all the mags.

Allen's second new job he dreamed up himself. He has undertaken the job of organizing an association of all past governors in the country still living, either active or retired, but still allied with the industry in some way. There must be quite a large number of them and once organized should be a whale of a driving force in getting things done for all of us. More power to you Allen and—good hunting.

* * * * *

Had a letter from **Ed Naud** telling me that he was dropping out of the stationery industry and going into the paper business with a wholesale jobber in his home town of Albany, Ga.

Ed says he will sorely miss calling on his many friends and seeing the boys here and there. However, some of us will be running into you, Ed, when we "hit" Albenny so you ain't out of the picture entirely. Best wishes from all of us go with you on your new connection.

* * * * *

Ed gave me a couple of nice juicy news items too. One of 'em is really a "duzzy" to wit: along toward the latter part of November Orlando, Fla. was the scene of an event that in my honest opinion will stand as a record for a long time to come.

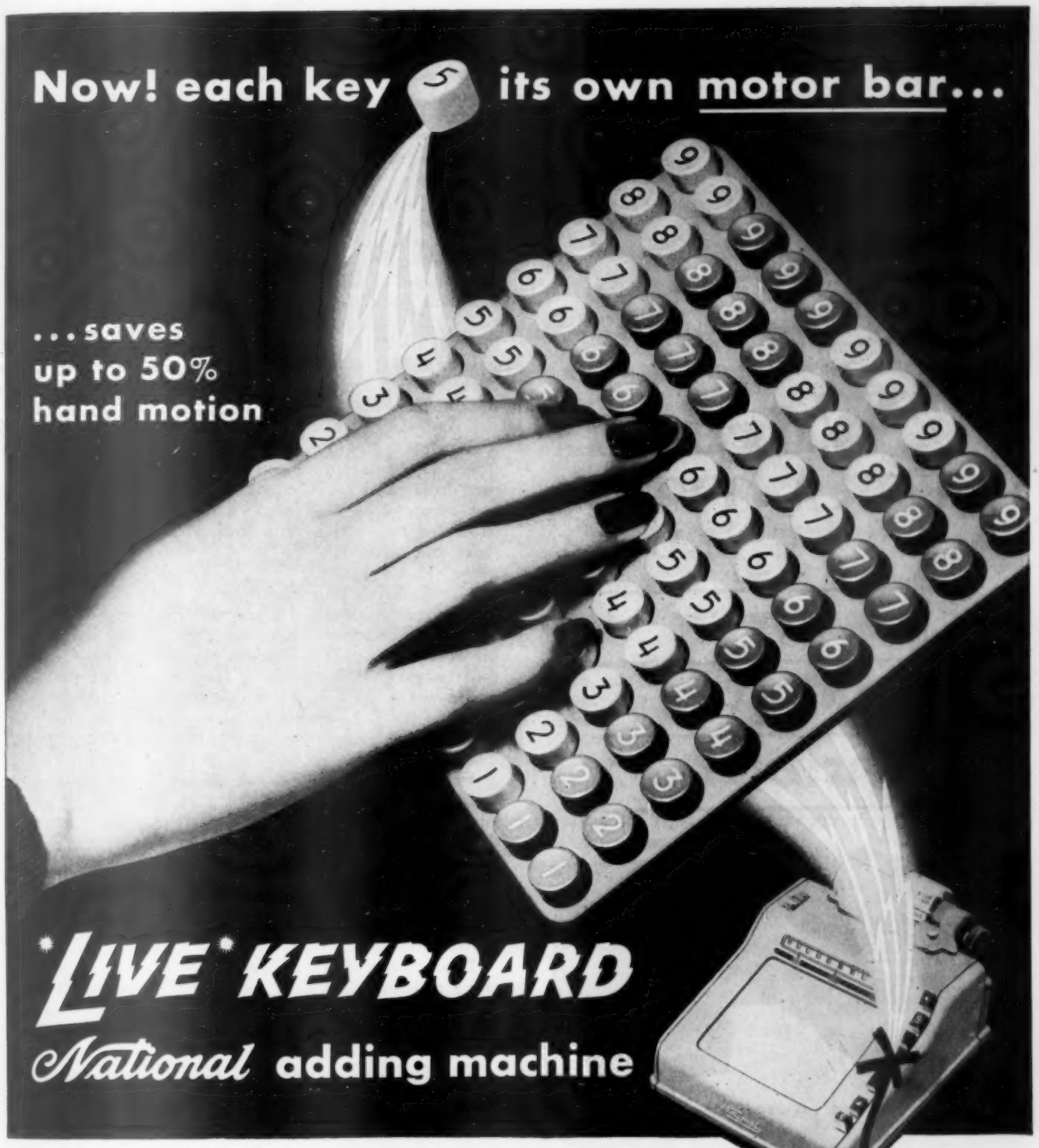
Vickie Stuart, George's boss, has been around George so long that doing things in a big way just came natcherly. When the doc said it was time to present George with No. 4 it arrived in fine shape, all eight pounds and some ounces of him, and in anybody's book that would have been classed as a job well done. Not with Vickie though, no sir. Another salesman wasn't enough. "No. 5," a full eight pounds of secretary, was next. Golly!!! over 16 pounds of chillun. At last report mama and kids were doing fine but I'll bet a cookie George hasn't recovered yet.

* * * * *

News note from "Albenny," Ga.—**Enoch Jordan** has doubled his space by taking over the store next door and adding a new front covering both stores. An arch connects them. "Real nice" is heard all around for Enoch's place, the Georgia Printing Company.

* * * * *

To all of you travelers who saw the Esterbrook window display **Owen Ritchie** built at Fisher-Harrison Printing Co., Greensboro, N. C., it will come as no surprise to learn that Owen's window won fourth place, nationwide in Esterbrook's school display contest. It was a very unusual display built around a large fish tank and attracted



Now, you can add and list without depressing a motor bar! On this new National *every amount key is electrified!* Simply press the keys you want to add—the machine does it instantly! *You save up to 50% hand motion.*

National's "feather-touch" action makes it easier than ever to press two or more keys at once—more time-saving! All ciphers print automatically—still more time saved! Operators like it—they do their work with so much less time and effort.

Printed words cannot explain all the advantages of this "Live" Keyboard. See it today!

Contact Dayton Office, Adding Machine Division, now, for information about the complete adding machine line dealerships still available.

"Live" Keyboard plus 8 other time-saving features combined only on National: Automatic Clear Signal • Subtractions in red • Automatic Credit Balance • Automatic space-up of tape when total prints • Large Answer Dials • Easy-touch Key Action • Full-Visible Keyboard, Automatic Ciphers • Rugged-Duty Construction.

now you can forget the motor bar!

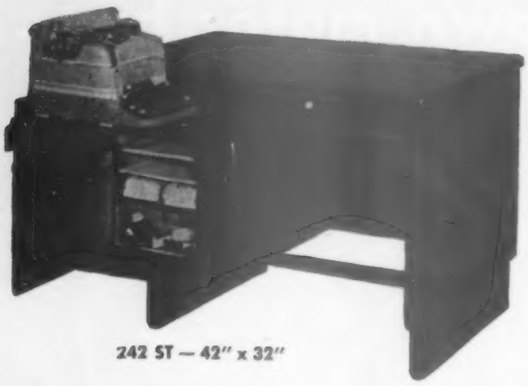
TRADE-MARK REG. U. S. PAT. OFF.

National

ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

"It's No Secret" . . .



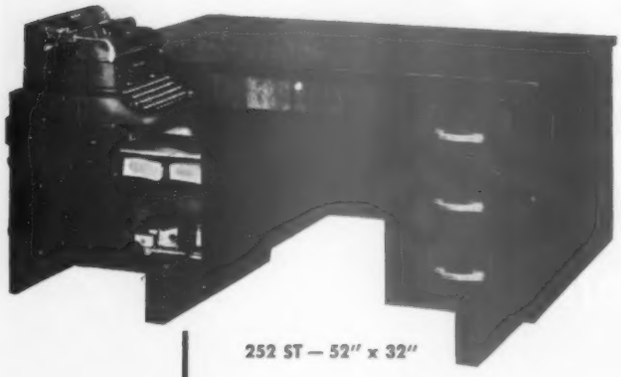
242 ST — 42" x 32"

IT'S A Worden SECRA-TYPE Desk

QUALITY

ECONOMY

EFFICIENCY



252 ST — 52" x 32"

WORDEN HOLLAND MICH

"THE PRODUCTS OF CRAFTSMEN"

For particulars or literature, write . . .

The Worden Company

P.O. Box 805 • Holland, Michigan

wide attention of the public. Congratulations, Owen.

* * * * *

Comes now a change in ownership of the News & Views Book Shop in Jacksonville, N. C. **Billy Arthur** has sold the book store to his associate, **Art Innes,** and it will henceforth be known as Innes Book Shop, Court St., Jacksonville, N. C. The Book Shop is in a new building and is as modern as they come. A complete line of office supplies, books, stationery and art supplies is stocked as well as some equipment.

* * * * *

CF has a new representative in the Southeastern territory in the person of **Gordon Lipscomb.** Gordon will be remembered at the "leg man" for **Pat Patterson** and **Bill Goodlow** out of Birmingham.

* * * * *

Speaking of CF—have you seen that new display section at C.W.C. in Atlanta?? Whooee—what a job!! **John Courtney** tells me a nice-sized five-figured hunk of change was involved.

* * * * *

When it comes to adding space and keeping up with the times **Bob Sanford,** down in Jacksonville, Fla., takes a back seat from nobody. Bob recently acquired a store around the corner and connected it to his old store so now he fronts on two streets with close to double his old space. Nice goin, Bob.

* * * * *

Mr. Lydiard's son Jack, better known as Sanford's "Inky," came through this month with a few news items but mostly he tried to make me feel bad about not getting to work down in the "glorious" Florida sunshine. Somebody ought to DO something about a guy like that. He mentioned a gang of the travelers that were down there working but did have the decency—I'm sure it must have been an after thought—to say that they were doing "some" playing too.

His sales manager, **Norman Bickel,** was with him in Miami tho, so I'll give any kind of odds "Inky" played absolutely none that trip. Let us hear from you again, Inky.

* * * * *

Andy Hardin, owner of a store in Coral Gables, recently had a stroke and had to give up his part-time road job. Understand Andy is recovering slowly.

* * * * *

Lou Lyons, with Paul Barnett in Miami, is now recuperating at home. It will be some time yet before Lou can get back on the job so youse guys send him cards and go by to see him on your next Miami call.

* * * * *

The Rushton Company, Jacksonville, Fla., is no more. **Mr. Rushton** has sold out to The American Wholesale Company, office supply dealers of South Jacksonville. **Roger Cox,** buyer for American, has been back in the hospital with a heart ailment but expects to be back on the job soon, although at a much slower pace.

* * * * *

Any of you boys hear about the "magazine selling" trip **Zac Smith** recently made to Puerto Rico? It's a real "dilly," so ask Zac about it next time you are in Birmingham.

* * * * *

The "Atlanta Clique" of the Southern Travelers Club held the annual Christmas get-together December 21 at the Athletic Club and a wonderful time was had by all—all 39 of 'em that is. Other than those members living in, or near, Atlanta, the following "wheel" guests were present: **Bob Sanford,** governor of our District; **Joe Kilpatrick,** lieutenant governor Georgia division; **Sid Muldow,** president of the Atlanta Stationers Association; **Ivan Allen Jr.,** vice-

Here's proof that Cosco helps you sell more of ALL office equipment!

ECONOMY OFFICE FURNITURE CO.

124 LINCOLN WAY EAST
SOUTH BEND 6, INDIANA

205 EAST MAIN STREET
FORT WAYNE 2, INDIANA

Mr. Kirk Bassett
Hamilton Mfg. Corp.
1603 Cottage Ave.,
Columbus, Indiana

Dear Mr. Bassett:

This week I had a new doctor come into the store. He had a Cosco advertisement clipped from Newsweek. He was looking for the Cosco dealer, and he located us thru our classified advertisement of chairs in the South Bend Tribune.

The result was a cash sale of 5 Cosco Chairs, two steel desks and some miscellaneous articles.

Just thought that you would like to know that the national advertising your company is doing is resulting in some sales in South Bend.

Economy Office Furniture

Robert Brokaw

Robert Brokaw

Above:
Mr. Robert Brokaw, *President*
Economy Office Furniture Company
124 Lincoln Way East
South Bend, Indiana

Right:
Mr. Brokaw's letter reprinted.
The sale Mr. Brokaw describes totaled $536.50.

IT PAYS TO GIVE THE CUSTOMER WHAT HE WANTS

HAMILTON MANUFACTURING CORPORATION
COLUMBUS, INDIANA

FEATURE NATIONALLY ADVERTISED COSCO Office Chairs

THERE'S A **WIDER MARKET** FOR

Master Addresser PRODUCTS

MODEL 40

You'll find MORE PROSPECTS in MORE PLACES for Famous Master Addresser Products. Double-barreled profit producers too! Sell the machines and enjoy steady repeat supply business.

MASTER ADDRESSERS

The original Spirit process addressing machines

The Popular Model 40—Addresses Mailing Pieces of any size as fast as they can be inserted—will address up to 1500 pieces per hour. Tape advances automatically from one name to next. Address can be positioned up to 4" from the margin when imprinting. Printing fluid applied evenly by rollers as piece is inserted. Retail price $52.17 including supplies for 500-name list.

MODEL 25

Model 25—Budget Priced—Easy to use, clean and compact. Handles pieces of any size. Address prints 1⅛" from margin. Roller Moistening, Address Tape advances manually. Addresses up to 20 mailing pieces per minute. Retail price including supplies for 500-name list $30.97.

MODEL 40-H

Model 40-H—For Heavier Production—Same as Model 40 but foot operated with stand. Addresses an average of 2,000 pieces per hour. Operator has both hands free. Easy swing of foot pedal provides impression—gives continuous operation without undue fatigue. Retail price $110.47 including supplies for 500-name list.

MASTER DUPLICATORS

MASTER PORTABLE SPIRIT DUPLICATORS

Master Portable Spirit Duplicators give you faster, easier duplicating at low cost. So simple to operate, prints with clean spirit solution, uses no inks, stencils or gelatins, prints up to five colors at one time. Two models available—letter and legal size—Retail complete with carrying case and supplies, $32.50 and $39.50 respectively.

POST-MASTER

NEW POSTMASTER SPIRIT POSTCARD PRINTER

Here's the newest addition to the Master Product Family. An ideal little printer with hundreds of uses for printing postcards, labels, tags, menu tip-ins, etc. in up to 5 colors at one time. Prints with spirit solution, uses no stencils, inks or gelatins. Prints up to 20 pieces a minute. Complete with storage case and supplies—$11.95 retail.

Write today for details on this profit making line.

Master Addresser Co.

6500-D WEST LAKE STREET MINNEAPOLIS 16, MINNESOTA

chairman of distributors' division, NSOEA, and **Jim Cooper,** vice-president of field division, NSOEA.

Ivan made a swell talk about the Southeast being the brightest spot in the USA, the most up-and-coming section and the most likely place for a young man to succeed.

Governor Bob made a talk about the St. Pete regional convention and RIGHT THIS MINUTE is getting along toward the "too late" period to make that reservation at the Vinoy Park Hotel. Rates are: single—$16.00; double—$26.00; American plan, plus tax of 3%. Registration fee is $12.50 for men and $7.50 for the ladies.

Next came **Jim Cooper,** chairman of the entertainment committee, with a glowing report on the plans for the Southern Traveler's party on Friday night. BOY oh BOY!!! if you attended last year's party you KNOW it was the best one ever but you can take my word for it—the one coming up looks even better.

It will be a costume affair with a Latin-America motif. Absolutely nothing is being left out to make this party the best one ever. The committee is working overtime and money will flow like wine. Top-flight acts, all kinds of fun makers, prizes, stunts, food and drinks are all in the act so it couldn't miss if it tried. Start planning right now on that costume, or if you prefer, the same costume firm we used once before will have a room right in the hotel and will take care of anything you want—in the way of a costume.

You will hear plenty more on this as time goes by but whatever you do—DON'T MISS IT. Convention dates—April 1-2-3, Thursday, Friday and Saturday, with a pre-convention buffet and registration on March 31.

* * * * *

Got a report on our *Southern Stationer* sweetheart, **Marjorie Stanfiel,** and it's a beauty. Marjorie is feeling fine and weighs a whopping 127. Shouldn't be long now before we will again be seeing her at our meetings.

* * * * *

The Georgia Stationers Association held the first statewide meeting on December 5 at the Dinkler-Plaza Hotel in Atlanta. A panel discussion was held and included the following: **Ritchie M. White,** White Company, Columbus, Ga.; **Harold Carithers,** Carithers-Wallace-Courtney, Atlanta; **Bill Harris,** Ivan Allen Company, Atlanta, and **Oscar Davis,** Review Company, Savannah, Ga.

Allen Cammack, our past governor, and **Bob Sanford,** the present governor, came in for the meeting and made talks. Much was done to get the "show on the road" and subsequent meeting should witness concrete results.

* * * * *

A PLACE FOR DINING

For you lovers of genuine Italian food, Atlanta has a restaurant that will take a back seat from none. "Little Italy," located at 201 Carneigie Way, N.W., just across from the bus station and right down-town, is the place. Here is run the entire gamut of Italian food, beautifully cooked and served in an atmosphere that leaves nothing to be desired in either category.

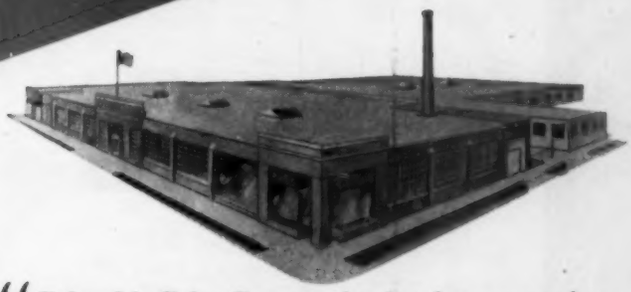
The prices are in line with the better restaurants although the specialties such as chicken cacciatora is slightly higher than most Italian restaurants. However, they have one specialty which I have yet to find anywhere else, at least in the manner in which they prepare it. It is garlic toast. By all means order some, provided, of course, you don't have a date or have other reasons for not wanting to "knock people down."

The "full" Italian treatment, including wine, will set you back around $3.50 or $4.00 but I am quite certain you will feel that your trip to "Little Italy" was well worth the dough.

Columbia

SALES COOPERATION PLAN

puts you in the ribbon and carbon business in a big way!

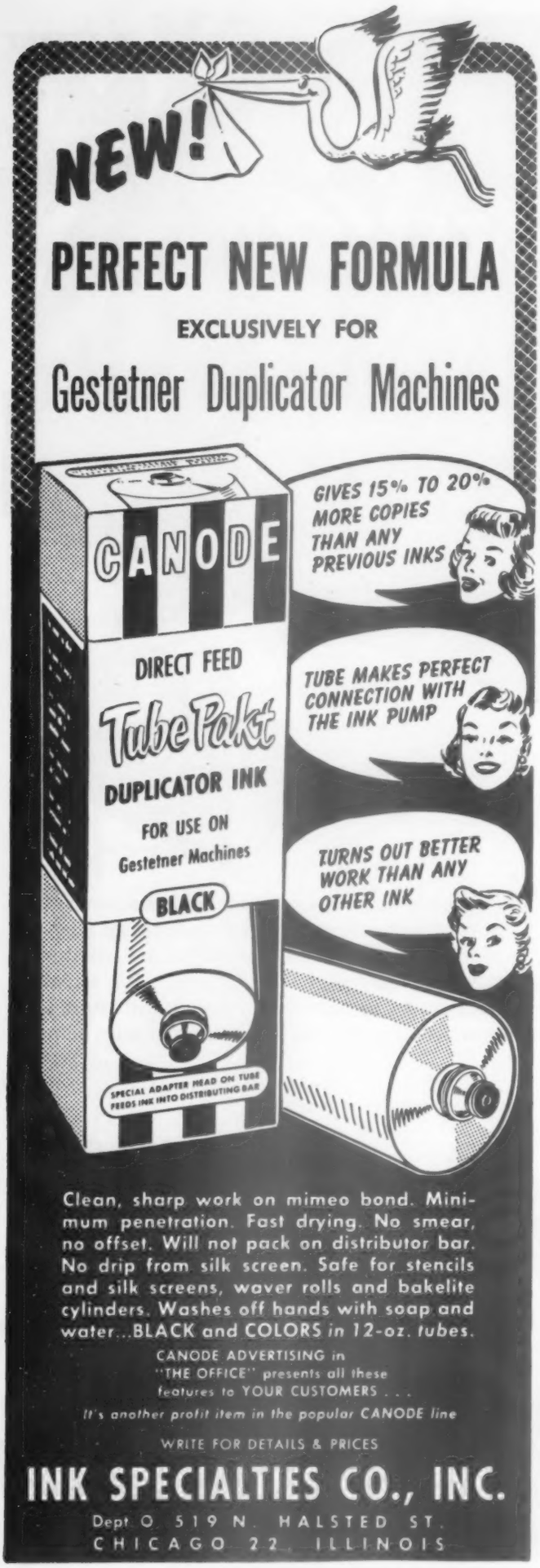


"Columbia Sales Cooperation has been remarkably effective for us. It has demonstrated a potential in ribbon and carbon volume greater than anything we had anticipated. It's a real pleasure to represent a company with such a practical and aggressive program of sales help."

F. W. (Bill) FALES, Sales Mgr.
National Office Supply Co.
Waukegan, Ill.

Columbia Typewriter Ribbons and Carbon Papers are nationally advertised in *The Saturday Evening Post, Business Week, The Office and Purchasing.*

COLUMBIA RIBBON & CARBON MFG. CO., INC., 202 Herb Hill Road, Glen Cove, L. I., New York
COLUMBIA RIBBON & CARBON PACIFIC, INC.



5TH DISTRICT NOTES

ROBERT W. LAMSON, CORRESPONDENT
89 N. 26TH ST., NEWARK, OHIO

The Capitol City (of Ohio) Chapter of NOFA held its December meeting on the 16th of that month in the Southern Hotel, and following the dinner was addressed by a member of the firm of Columbus Coated Fabrics Company. Chairman **John Lucks,** Diehl Office Equipment Company, presided, and the program was in charge of The F. J. Heer Printing Company. Individual place favors were presented.

* * * * *

The Cleveland Chapter of the Fifth District Travelers Club of NSOEA, instead of the annual Christmas Party, held a cocktail and surprise party for **Walter Van Dorn,** Joseph Dixon Crucible Company, at the Hotel Bolton Square, Cleveland. Walter is a long-time respected traveler, and has been ill for some time. The Travelers presented him with a television set, and it couldn't have happened to a nicer guy.

The presentation was made by **"Pat" Patterson,** Vail Manufacturing Company, who for many years has been playing the Santa Claus role for the Chapter, having the rotund features so necessary.

* * * * *

It has been reported that **W. C. "Bill" Burrows** is now representing Weis Manufacturing Company in the southern portions of both Indiana and Ohio.

* * * * *

December 14 was the evening for the Cincinnati Stationers Club Christmas Party which was held at Beverly Hills Country Club. The evening was alleged to have been quite profitable to **Ray Gossen,** Wilson-Jones Company and **Milt Pickle,** Will Winnes Company.

* * * * *

From Tucson, Ariz., we received a Christmas greeting from **Gerald Hawkes,** formerly of Laird Office Equipment Company, Charleston, W. Va., who asks that we keep the news from West Virginia coming through this channel. Gerald moved to Arizona a year ago September for the health of his family, and is still in the industry. His address is 2725 E. Seneca.

* * * * *

In Charleston, which is the presumed location of the winter meeting of the West Virginia Office Equipment Association on Saturday, January 30, the Kanawah River is still running seven days a week, and Rose City Press has bought up the stocks of the former Dashiell Office Supply Company.

* * * * *

Larry Haggart of The Harry L. Morgan Company, Columbus, Ohio, with Mrs. H. were recently on a pre-holiday trip to New York City, where they gathered a little glitter. But the highlight of the trip, according to Larry, was attending a three-hour session of the United Nations.

* * * * *

E. J. Howard, The Globe-Wernicke Co., with true Yule spirit, presented his household with no less than a beautifully restored old fashioned time clock from the year 1906. Both "Egg" and Mrs. Howard used to punch it some years ago in a Newark, Ohio, plant, and now it serves them as a planter and spice chest.

Thomas, Jr., Heads Mobile Store

Gulf States Sales Corporation has announced the appointment of Edward J. Thomas, Jr., as manager of its Mobile, Ala., store.

© GF Co. 1954

GF betters her SF*

**SPEED FACTOR*

You can depend on her to file and find papers faster with **GF's SUPER-FILER**

A girl files faster and surer in an office equipped with GF's Super-Filer... the modern mechanized steel filing cabinet. In fact, Super-Filer adds to the efficiency of the *entire* organization, *for the heart of any business is in its files!*

In each Super-Filer drawer there is 18% more *usable* filing capacity than you can find in any ordinary file. And with only 4⅜ inches additional height, you get five Super-Filer drawers instead of four. Also, while Super-Filer is saving up to ⅓ the floor space needed for filing cabinets, its mechanized action saves from ¼ to ½ the *cost of operating* your files.

Built, literally, for a business lifetime, GF's Super-Filer soon pays for itself... not only in your time and the operator's, too, but in dollars-and-cents savings in equipment costs, as well.

It will be well worth your while to call your nearest GF distributor... or write The General Fireproofing Company, Department X-27, Youngstown 1, Ohio.

GENERAL FIREPROOFING

Foremost in Metal Business Furniture

MODE-MAKER DESKS
GOODFORM ALUMINUM CHAIRS
METAL FILING EQUIPMENT
GF STEEL SHELVING

Good metal business furniture is a good investment

built right — priced right

for thousands of small and medium-sized businesses

NOTHING ELSE LIKE IT! Opens letters 30 times faster than by hand! Gets the whole office staff into high gear —fast. Designed to handle from 200 up to 2000 letters per day. Small, compact—readily used on any desk or table. "Scottie" weighs only 9 pounds, —it's easy to carry from desk to desk, can be put in any convenient corner when not in use. Opens all sizes of envelopes,—no clipped corners or damaged mail. Takes a clean slice off tops of envelopes, with adjustment from 0 to ⅛" for width of trim.

OPENS A HUGH NEW MARKET — The Scottie Letter Opener does a lot more than open mail — it opens the huge market of middle-sized offices where the time it saves makes it very profitable. It is needed by banks, stores, wholesale houses, insurance offices, mail order businesses, factories and dozens of other lines.

OPENS A RARE SALES OPPORTUNITY — Reports from established Scottie sales representatives are excellent. Thousands of smaller businesses offer a practically untouched market for this speedy, low cost machine. If you are experienced on specialty equipment sales —look into the Scottie for steady, future profits.

ARNOLD MAC KENZIE, Inc.
3133 OVERLOOK DRIVE, MINNEAPOLIS 20, MINN.

SEND ME THE DOPE ON SCOTTIE

ARNOLD MacKENZIE, INC.
3133 Overlook Drive, Minneapolis 20, Minn.
I am experienced in sales of specialty office equipment. Send full information on Scottie Letter Opener. My territory is:

.....

Name.....

Street Address.....

City.....State.....

6TH DISTRICT NOTES

C. O. SCHLAVER, CORRESPONDENT
OFFICE APPLIANCES, 600 W. JACKSON BLVD., CHICAGO, ILL.

The spacious Grand Ballroom of the Morrison Hotel was the scene of the Great Lakes Travelers Club annual Christmas party on Thursday noon, December 10. Some 150 gathered for good fellowship, dinner and music in the informal program arranged by Chairman **Ken Henderson,** The Carter's Ink Company, and Co-Chairman **Roscoe Benge,** Codo Manufacturing Corporation.

Candid Glimpses of GLTC Yule Party . . .

1. The Committee: Walter Lennartson, Roscoe Benge, co-chairman; Harry Hoffman, Ken Henderson, chairman; Tom Gillice; Ray J. Eichenlaub. Several members of the committee missed the lens call.
2. Walter Lennartson reads the GLTC testimonial to Jesse Peck, Springfield, Ill., former governor of District No. 6, NSOEA. The vest Jesse wears is by courtesy of Benny Allen.
3. Ken Reister (left), president of GLTC, receives a testimonial letter and box of golf balls in appreciation of his efforts in the club's behalf.
4. Paul Burbank, general manager of NSOEA, addresses the travelers.
5. Chairman Ken Henderson does some microphone work.

A companion feature for this festive occasion was the fact that it was "Jesse A. Peck Day," an opportunity for GLTC to honor the former governor of District No. 6 NSOEA under whose leadership a successful regional convention was held in Springfield, Ill.

"Abe Lincoln" Peck was presented with a framed testimonial by **Walter Lennartson** in behalf of the club. The Springfield stationer responded with beautiful remarks in which he attributed the success of the Springfield convention to such GLTC helpers as **"Engineer" Kickels, "Conductor" Benge, "Baggy" Henderson, "Caruso" Ben Allen** and **Ray J. Eichenlaub.**

The head table was literally bulging with celebrities. They included NSOEA general manager, **Paul Burbank;**

FILES FOR EVERY NEED

Letter and cap files in all heights in the Director and Commercial grades . . . also card record and general files in all heights and sizes including widesections and halfsections, and everything for the business or institutional counter in Art Metal equipment (photo, lower left).

Here's filing that's BETTER BOTH WAYS

➡ *from YOUR angle . . .*

SAVINGS IN OFFICE EXPENSE

Look at filing for what it really is—an essential in the smooth and efficient conduct of your business—and you'll have the reason why Art Metal designs and builds filing equipment for superior *lifetime* performance. Every detail of the cabinets, drawers and suspension is planned to provide a better return on your investment. And the Art Metal *Speed-File* system adds further to economy in two ways . . . with 15% greater usable capacity per drawer, and a daily labor saving of 33% in faster filing and finding.

➡ *from HER angle* (YOURS ALSO)

FASTER FINDING . . . EASIER FINDING

Smooth, quiet operation at a finger touch . . . full extension beyond the cabinet front . . . automatic lay-back for ready reference and easy access are Art Metal features that result in faster service, fewer errors and less employee fatigue. Why not test the better *value* of Art Metal filing in your own office . . . right now? We'll gladly install a Speed-File for you on trial . . . let your own clerks experience the outstanding functional and quality features of Art Metal — the ultimate in filing at no extra cost.

©A.M.C. CO. 1953

ART METAL SPEED-FILE

The rigid front mechanized file. Gives 15% greater capacity per drawer than standard compressor files. Saves filing time and payroll costs by reducing by one-third the motions required in filing and finding.

Send for these publications

— the most modern answers to all your filing needs — from your nearest Art Metal representative (see classified Telephone Directory under "Art Metal") or write Art Metal Construction Co., Jamestown 34, New York

- ☐ Art Metal Speed-File
- ☐ Art Metal Counter-Height Files
- ☐ Art Metal Filing Equipment

Art Metal
Jamestown, New York
U·S·A

For 65 years the hallmark of the finest in office equipment and systems

Specify MEYERCORD DECAL Transfers

—for difficult highly-specialized applications

—for long day-after-day production runs—

Meyercord Laboratory and Production Experience—PLUS Unexcelled Service—to Serve You *Better!*

Sometimes we are too prone to tell our friends about the spectacular achievements of Meyercord in solving those "impossible" decal transfer applications . . . like the new E-51 aircraft decals that resist up to 900 degree temperatures of jet engines, as well as the ravages of strong solvents and aircraft fuels. Specialized decal applications are a mighty important part of our business . . . but we're still first and foremost in the business of supplying standard Meyercord nameplate and identification decals for a multitude of products. Whether you make typewriters, appliances, electrical conduit . . . any product that is turned out on long-time production runs . . . be sure to investigate the advantages of Meyercord decal transfer *uniformity, fine quality and absolutely unbeatable service on your production line.*

Send for This MANUAL of MEYERCORD DECAL NAMEPLATES

Shows hundreds of uses for durable, washable decal nameplates . . . as trademarks, instruction charts or diagrams—in any size, colors, or design. Tells how Meyercord Decals can help you cut costs and speed production. This manual is FREE . . . request it on your business letterhead, please.

THE MEYERCORD CO.
World's Largest Decalcomania Manufacturers

DEPT. P-306, 5323 WEST LAKE STREET • CHICAGO 44, ILLINOIS

District No. 6 governor, **Bert Hallin, Phil Sol,** president of the Stationers Club of Chicago; **Earl Opie,** vice-president of the manufacturers' division of NSOEA; **Henry Otto,** president of the Office Furniture Association of Chicago, members of the GLTC party committee, and club officers.

Others introduced included the welcomed friend of long standing, **Rose Cushman,** editor of the *National Stationer;* **Ed Napp,** Manitowoc, Wis., former governor of District No. 6, NSOEA; **Art Finger,** Milwaukee, lieutenant governor of District No. 6 representing Wisconsin; **Billy Schmiederer** of DesPlaines, Ill., beloved and retired stationer formerly of St. Louis; and **Karl H. Kiesel** of Madison, Wis. The latter had the distinction of serving as president of three different travelers' clubs—Great Lakes, Northwest and Midwest.

President **Ken Reister** was presented with a framed testimonial and a box of golf clubs from GLTC, in token of his executive efforts in behalf of the organization in the past year. The Travelers Club trophy, won for a second time in 1952 during his regime, was on prominent display.

Telegrams and "regrets" for non-attendance were received from **Walter Miller,** president of NSOEA; **Hy Linden,** retired to Florida; and **Loretta Fox,** waitress who long served "the boys of GLTC."

Gifts brought to the party were turned over to the Knights of Columbus Federation of Chicago for distribution to needy children. This was under the direction of **Gordon Kickels,** C. L. Barkley & Company, member of the committee.

Others aiding Chairman Henderson and co-chairman Benge with the success of the party were **Walter Lennartson,** OFFICE APPLIANCES; **Tom Gillice,** Rockwell-Barnes Company; **B. J. Powell,** A. W. Faber-Castell Pencil Company; **Ray J. Eichenlaub,** Service Steel Products Company, and **Harry Hoffman,** Joseph Dixon Crucible Company.

The program was brief, sparked by the usual timely remarks of General Manager Burbank. Accordion music added to the atmosphere of the occasion and the party proceeded with the usual conviviality until late in the afternoon.

* * * * *

Birthday Ball . . . Plans are complete for the GLTC Birthday Party to be held Saturday night, February 27, in the Cotillion Room of the Morrison Hotel. This promises to be the organization's biggest social event of the year and will be a "must" for all members, who are asked to bring their dealer friends.

A "night club" atmosphere will prevail according to the committee headed by Chairman **Doug Allen,** American Pad & Paper Company, and Co-Chairman **Charles W. Gilbert,** OFFICE APPLIANCES. Their helpers are **John Fellowes,** Bankers Box Company; **Bob Cleary,** Minnesota Mining & Manufacturing Company; **Wayne Mitchell,** Hodgman Rubber Company; **Norb Burgess,** Sanford Ink Company; **Earl Hanson,** manufacturers' representative; **Clarence W. Clemen,** G. J. Aigner Company, and **Ray J. Eichenlaub,** Service Steel Products Company.

Bob Sleeper's five-piece orchestra will provide the music. The tickets, to be sold in advance, are $8.50 per person and cover dinner, dancing and the bar open all evening.

* * * * *

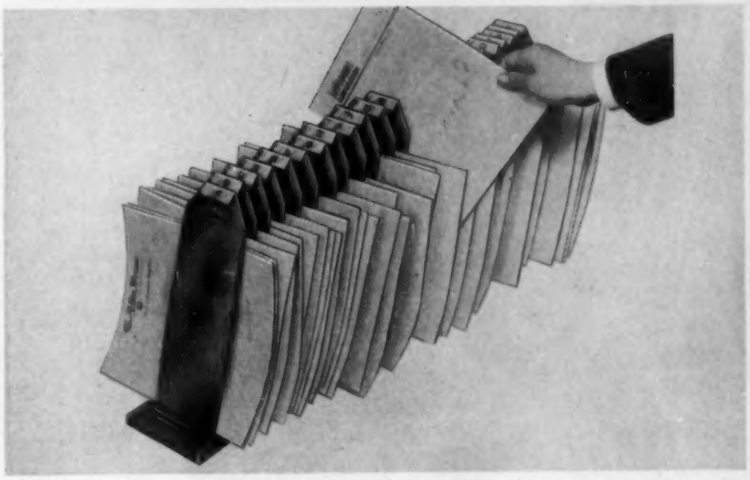
Welcome . . . New members of GLTC elected at the December 30 meeting are **Clarence Balliett,** representing Wescott Rule Company, Erie Art Metal Company and Oakville Division; **Joe Domanski,** Smead Manufacturing Company; **Tom Loftus,** Minnesota Mining & Manufacturing Company; **Abe Golden,** Royal Metal Manufacturing Company, and **R. W. Seeman,** Blaisdell Pencil Company.

* * * * *

Death . . . **Ben Quackenbush** of Schiller & Schmidt, Chicago stationery firm, died December 29 after a lingering

1 VICTOR IDEAL SCRAPBOOK. Here is an all-purpose scrapbook of excellent quality. Long a recognized and popular user-accepted product, the Ideal Scrapbook is handy for use in office or home. Has black moisture-and scuff-resistant fabricoid cover and quality paper that takes pen and ink, pencil or water colors. Easy to sell . . . and asked for by name.

2 VICTOR SORTER. Still the most practical one-hand sorting device on the market. Indispensable for all kinds of sorting and temporary filing. 25 adjustable metal dividers with A-Z indexes protected in celluloid angle tabs. Accommodates up to 5¼" of filing in a single division. Construction keeps dividers apart, ready for reception of papers. Two sizes, check and letter.



And three's a crowd...of PROFIT PARTNERS!

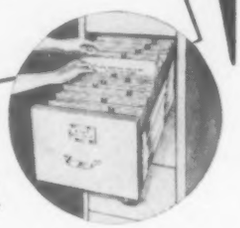
3 VICTOR CONTROLA-CHART. Provides the answer to how to graphically illustrate facts and figures. Transforms cold statistics into colorful chart form for visual control of any business operation. Ideal for maintaining sales, production, scheduling or many other records. Celluloid signals fit into slotted metal board to illustrate vital facts at a glance. Eliminates bottlenecks, speeds production, increases sales coverage.

VICTOR | SAFE AND EQUIPMENT
DEALER SALES DIVISION • REMINGTON RAND INC.
315 Fourth Avenue, New York 10, New York

THE NEW YEAR'S
NEWEST PROFIT-MAKERS
FROM SELCO

NEW SELCO "GUIDE RITE" FOLLOW-UP FOLDER

The Automatic Follow-Up that eliminates a separate Tickler File!



- Fully Visible Month-&-Date Scale
- Removable Colored Subject Label
- Full Width "Plasti-Top" Protector
- Sliding Colored Plastic Signal
- 18-Point Golden Selkraft Folder

IN ALL 3 SIZES: LETTER, LEGAL, INVOICE!

NEW! Improved, Patented "SEL-TAB" EASY-TO-READ

RE-DESIGNED by Popular Demand to Take Two Lines of Pica Type!

LETTER FILE GUIDES, FOLDERS and CARD GUIDES

Reads easier at any eye-level. Clear "Tenite" plastic shows entire insert—now even larger to permit full view of two-line titles!
U. S. PAT. No. 2,526,950

- EXCLUSIVE one-piece molded construction of Tennessee Eastman "Tenite"
- SAFE – smooth contours prevent cuts and scratches. Non-combustible
- STRONG – rugged, light-weight – resists chipping and cracking
- SECURELY anchored to long-lasting Pressboard Guides or tough Selkraft Folders

LETTER . . . LEGAL . . . CARD SIZES – also available in any Special Size

NEW! BIG FREE CATALOG OF THE COMPLETE SELCO LINE!
Everything in filing supplies—all from one quality source! Many new items, plus Selco's tested profit-makers. Send the coupon for your free copy today.

Sell CORPORATION
500 S. CLINTON ST. • CHICAGO 7, ILL.
'A World of Quality to Sell'

Mail this Coupon Today!

☐ PLEASE SEND YOUR LATEST CATALOG ON THE COMPLETE SELCO LINE
☐ SEND SAMPLES OF GUIDES AND FOLLOW-UP FOLDER
COMPANY NAME_____
ADDRESS_____
CITY_____ZONE____STATE_____
MY NAME_____

illness. He was known to most of the travelers in the Sixth Region.

* * * * *

Open House . . . The Sun Office Supply Company held open house at its new location, 3154 W. 47th St., Chicago, on Monday, Dec. 7, with many suppliers, friends and customers present to congratulate the proprietors **Sid Newman** and **Mark Porus.**

The six-year-old firm has had steady growth necessitating

Scenes from Sun Office Supply Co. Grand Opening . . .

TOP: The store staff—Sid Newman, co-owner; Matt Maslanka, Ed Reinink, Joseph Lach, Harriett Hermann, Clark Howard, Felicia Hajewski and Mark Porus, co-owner. BELOW—A view of the store interior at Sun Office Supply Co., new location, 3154 W. 47th St. Several of the suppliers' representatives are in evidence.

the securing of a larger location. The former space at 4653 S. Kedzie is now utilized as a warehouse.

Selling to the large Clearing industrial area in the Kedzie neighborhood the proprietors have been pleased with the move which took them from another office supply firm into their own business.

Leading brands of office furniture and office supplies are carried. In the furniture section Invincible, Doro and Harrison are represented. Office supplies featured are Wilson Jones, Boorum & Pease, Carter's Ink, National Blank Book, Eagle, Eberhard Faber, Ace Fastener, Dennison, Globe-Wernicke, Oxford, Rockwell-Barnes, Mohawk and other brands.

* * * * *

Few in the industry perhaps spent New Year's Eve in a more novel manner than *Art Olsen,* enterprising stationer of Forest Park, Ill. Art was "drafted" to set pins for a friends' game while the normal pin boys were celebrating and wound up doing the chore until after midnight. He'll be able to straighten up again in a couple of weeks.

NO NOISE IS GOOD NEWS!

...it's the chair with the

Fiber Glass Base

Sturgis steel chairs have joined the anti-noise crusade in offices . . . with fiber glass bases that are quite noiseless in motion over the roughest floors. Makes a Sturgis chair a *sound* investment, especially when you remember that a fiber glass base just can't be harmed by office abuse, never looks shabby, never needs refinishing. Gray, green, walnut or black, on 8 executive and stenographic models.

Engineered for Long Life and Minimum Maintenance

Nylon Thrust Bearing: ***takes a lifetime of swiveling.***
Ball Burnished Spindle Bearing: ***perfect fit for long life.***
Superior Casters: ***oversize ball bearings, extra wide rubber wheels.***
STURLON® Finish On Metal Parts: ***10 to 20 times as abrasion-resistant as other finishes.***

Sturgis

POSTURE CHAIRS

Manufactured in Sturgis, Michigan and Charleston, South Carolina
THE STURGIS POSTURE CHAIR COMPANY, STURGIS, MICHIGAN

THE STURGIS POSTURE CHAIR COMPANY
General Sales Offices, 154 East Erie St., Chicago 11, Illinois

We'd like a copy of your illustrated folder on chairs with fiber glass bases.

Name _____
Firm Name _____
Address _____
City _____ State _____

Speed up
LEGAL and ACCOUNTING
fact finding

with this new

IDEAL LEGAL STAND

- *versatile*
- *flexible*
- *mobile*

A vital contribution to business efficiency

Illustration to right shows IDEAL Legal Stand in use.

The IDEAL Legal Stand will find daily use in Accounting, C.P.A., and Attorney Offices. The stand is mounted on large rubber casters, two of which are brake type. The bottom tubular section of the stand is finished in Brown while the upper tubular section and the book ledge are chrome plated. The top will tilt 90° from horizontal in either direction and will adjust in height from 28" to 38". The top is available in a choice of the finest quality walnut, mahogany or oak finish, five ply built up wood panel. This panel is banded at both ends to prevent warping and increase strength. Steel tubing is heavy gage 1", 1-1/8" and 15/16". Write for new Catalog showing complete line of Ideal Tubular Steel Stands and Stools.

Standard of Quality in Business Machine Stands for over 50 years

SHERMAN-MANSON
Division of Mississippi Aluminum Corp.
CELINA ROAD - - ST. MARYS, OHIO

8TH DISTRICT NOTES

E. J. MITCHELL, CORRESPONDENT
329 BELT AVE., ST. LOUIS 12, MO.

ATTENTION!!!

8TH DISTRICT — DEALERS AND TRAVELERS

PLAN TO ATTEND

THE GREATEST REGIONAL CONVENTION EVER HELD

TULSA HOTEL
TULSA, OKLAHOMA

APRIL 22-23, 1954

To insure accommodations, make hotel reservations immediately to: Floyd E. Marshall, Marshall Office Supply Co., 109 W. 6th St., Tulsa 3, Okla.

Governor **John Brain, Jr.,** of the 8th Region reports plans are well formulated and under way for a big and interesting convention for Tulsa, Okla., on the fast approaching dates of April 22 and 23. If any have not made hotel reservations for

Hotel Tulsa . . . Convention Site

these dates, contact **George Constantine** of Palace Office Supply Co., Tulsa, promptly or take chances of headquartering on the parking lot.

The 1954 convention now looks to be THE ONE no one in our region should miss, if he hopes to continue in business, profitably—and who doesn't!

REMEMBER: APRIL 22 and 23, Hotel Tulsa, Tulsa, Okla.

* * * * *

The Stationers Association of Greater St. Louis entertained members and friends at a Christmas party in December at the Gatesworth Hotel with President **Louis Blair** at the helm. The entertainment committee, with **Izzy Voda** and **Ed Anderson** the co-chairmen, had arranged for a delicious dinner, preceded by an hour of cocktails and social visiting, and "bingo," following dinner. Toys brought by the guests were collected to be sent to one of the local chil-

ADVERTISED IN LIFE

Improve your Office Appearance

Cole's DESK COMPANION

A desk height office piece used by most top executives. Contains: A Secret Vault for personal records or other valuables, plus a ball-bearing letter file drawer both protected by an outer door under lock and key. High grade linoleum top with a fine aluminum edging. 19" wide, 30½" high, 19" deep. Olive green or Cole gray baked enamel finish.

← No. 20X **$59.95**

Same as above but with two storage compartments for personal use, protected by an outer door under lock and key. Green or gray.

No. 10X **$49.95**

Contains: A Secret Vault for personal records or other valuables, a drawer for 3x5 or 4x6 cards (3200 capacity), also used for cancelled checks, plus an extra compartment for books or records. All protected by an outer door under lock and key. Green or gray.

No. 30X **$58.95**

Cabinets listed above available in Grained Walnut, Mahogany or Knotty Pine finish at **$12.50** additional.

Prices slightly higher in Texas, Colorado and West of the Rockies

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, New York

The "PRESIDENT'S" File

A valuable addition to your office. Keep all your records under lock and key, away from prying eyes. Contains: Four regulation letter size, ball-bearing file drawers, two double drawers for 3 x 5 or 4 x 6 cards (6400 capacity) also used for leases, contracts or cancelled checks. Plus a secret vault for your valuables doubly protected by extra outer door with a 3-way locking mechanism. Vault has a 4" dial lock, only YOU know its combination. Made of heavy gauge steel. 37½" high, 31½" wide, 18½" deep. Olive green or Cole gray baked enamel finish.

No. 475 **$69.50**

Available in Grained Walnut, Mahogany or Knotty Pine finish **$12.50** addl.

ADVERTISED IN LIFE

Cole's "FILE VAULT"

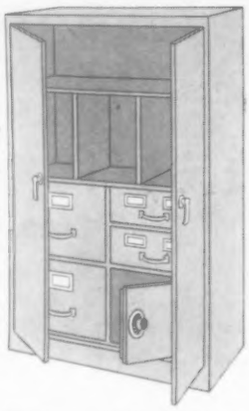
This attractive safety cabinet will add dignity to your office. Will pay for itself in saving valuables. Contains: two regulation letter size, ball-bearing file drawers, two double drawers for 3x5 or 4x6 cards (6400 capacity) also used for leases, contracts or cancelled checks. Plus a secret vault protected by a 4" combination dial lock hidden from view by outer doors under lock and key. Also has three compartments for books and a large shelf 31¾" wide, 17" deep for supplies. Overall size, 60" high, 32⅜" wide, 19" deep. Olive green or Cole gray baked enamel finish.

No. 992 LETTER SIZE **$89.95**

No. 1092 LEGAL SIZE

Similar to above No. 992 but with two legal size instead of letter size file drawers. 60" high, 35⅜" wide, 19" deep.

$94.50



The above cabinets in Grained Walnut, Mahogany or Knotty Pine finish **$15.00** additional

Prices slightly higher in Texas, Colorado and West of the Rockies

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

Cole's

"SAMPLE" Cabinet

10 and 11 DRAWER UNITS

Gives protection to samples, drawings, art work, electros, etc. Roomy, smooth gliding bail suspension, steel drawers, for sizes up to 19" x 24" without folding. Green or Gray. 37½" high.

		INSIDE DRAWER			CABINET SIZE			
No.		Wide	High	Deep	Wide	High	Deep	Price
1722	10 DRAWERS	22⅞"	3"	17½"	25⅝"	37½"	18"	**$59.95**
1924	11 DRAWERS	24⅝"	2⅜"	19½"	27¾"	37½"	20¼"	**74.50**

"SALESMAN'S" DESK

This well made, beautifully finished steel desk is used where space is at a premium. Has 4 roomy drawers, an arm rest and a private compartment under lock and key. Perfect for receptionists and students. 40" wide, 29½" high, 18" deep. Cole gray or green finish.

No. 756 **$34.95**

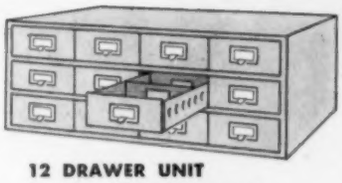
18 DRAWER STEEL CABINET

54 adjustable compartments

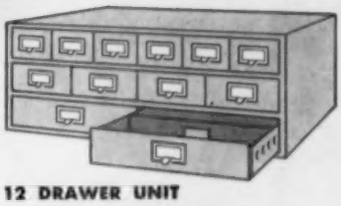
Ideal for small parts, hardware, tools, etc. Will pay for itself many times over by keeping your small parts neat, orderly and easily accessible. Each drawer is equipped with two adjustable drawer dividers which are also removable. Label holders on every drawer front and every divider. Will last a lifetime. Constructed of heavy gauge steel. Olive green baked enamel finish.

No. 2740 **$24.50**

	CABINET SIZE			INSIDE DRAWER DIMENSIONS			
No.	Wide	High	Deep	Wide	High	Deep	Price
			18 DRAWER UNITS				
2740	33⅜"	10⅞"	11½"	4¾"	2⅝"	11"	**$24.50**
3418	34"	13"	18"	5 9/16"	2⅞"	17¾"	**43.95**
			12 DRAWER UNITS				
2742	33⅜"	10⅞"	11½"	7½"	2⅝"	11"	**23.95**
2750	33⅜"	10⅞"	11½"	*(see sizes under illustration)*			**24.25**



12 DRAWER UNIT
36 adjustable compartments
No. 2742 **$23.95**



12 DRAWER UNIT
36 adjustable compartments
Inside Drawer Dimensions:
6 DRAWERS.....4¾" x 2⅝" x 11"
4 DRAWERS.....7½" x 2⅝" x 11"
2 DRAWERS.....15⅝" x 2⅝" x 11"
No. 2750 **$24.25**

SEND FOR OUR LATEST CATALOG

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

wrong way

Records thrown on shelves are hard to find, collect dust and take up 50% more room.

right way

Records in Prontos can be located in a jiffy... stay neat and orderly Doubles your filing space.

transfer to pronto

Save money, transfer into low cost Prontos and use your expensive cabinets over again.

. . . for less active files

There is a size made for every office record. These Pronto files are sturdily built of 275-lb. test fibre board, reinforced with steel on the shell and the four corners of the drawers as well. They cost no more than ordinary files! Can be interlocked into solid units and stacked to the ceiling. Beautiful in appearance, finished in olive green to match your regular office files. Will last a lifetime.

LETTER SIZE $3.55

LEGAL SIZE $4.35

CHECK SIZE $2.40

Prices slightly higher in Texas, Colorado and West of the Rockies.

pronto

STORAGE FILES

PRONTO FILE CORPORATION 285 Madison Ave., N. Y. 17, N. Y.

1211

DID YOU KNOW THAT THE NEW REGNA CASH REGISTER IS ALSO AN ADDING and BOOKKEEPING MACHINE?

A "Easy View" curved window shows each amount rung up.

B New ribbon printing mechanism provides *single* and *double* cash receipts: one for your customer, one for your records.

C "Greased Lightning" push button operation with keys scientifically designed and numbered for minimum finger and eye fatigue.

D A masterpiece of streamlined design with gleaming enamel finish, chrome plated rust-resistant trim.

THE REGNA IS THE MOST BEAUTIFULLY DESIGNED CASH REGISTER TODAY!

Here at last is the all-purpose machine specifically designed for those small and average-size merchants who comprise the bulk of your *volume market!*
A machine so versatile, so magnificently engineered and designed, it's destined to tally up the biggest sales record in your experience! Exaggeration? Just compare Regna feature for feature, price for price with any other similar machine on the market today. You'll be convinced that with Regna you have the trump card, the shot-in-the-arm your business needs!

Nationally advertised to millions of retailers in every field . . . fully backed with dealer promotional material. *Easy time-payment plan for your customers.*

REGNA CASH REGISTER

REGNA CASH REGISTERS, Inc.
175 Fifth Avenue
New York 10, N. Y.

GET ALL THE FACTS ABOUT REGNA FILL IN COUPON NOW!

Regna Cash Registers, Inc.
175 Fifth Avenue New York 10, N. Y.

Gentlemen:
Please rush more information on the new Regna and tell me how I can become a Regna dealer.

Name_____
Company_____
Address_____
City_____ Zone_____ State_____

EVERYONE NEEDS A TOP*FLIGHT*

No other adding machine so completely suits the needs of *your* customer, the local business man. Remington Rand TOP*flights* offer you a balanced line of models—both hand and electric—some with direct subtraction—in a wide range of listing and totaling capacities. Every local business is a prospect—Service Stations, Barber and Beauty Shops, Auto Repair Shops, Laundries and Dry Cleaners—to mention only a few. Write today for complete information on the profit-building TOP*flight* line.

Remington Rand INC.
DEALER SALES DIVISION
315 Fourth Avenue, New York 10, N. Y.

dren's homes for distribution on Christmas Day.

Guests of the association included **Mrs. Robert Craig** making her first visit to an association gathering in 25 years or more. Her late husband was former secretary of S. G. Adams Company, and was that firm's representative in the local association's membership, prior to **Walter Ruedy's** membership.

Also present was **Mrs. Francis K. Adams,** widow of the late vice-president of S. G. Adams Company. **Mr. & Mrs. Herb Johnson** of the Wilson-Jones family also graced the festive board, as did **Mr. & Mrs. Jack Johnstone** of Wallace Pencil Company, and their attractive young son, **Bob.**

* * * * *

January saw the success of the large exhibit of office supplies and equipment staged by a group of midwestern dealers and representatives of national manufacturers held at Town House in Kansas City, Kans.

* * * * *

The passing of **Clark Roland,** vice-president of Marshall-Jackson Company, Chicago, in December was shocking news to the many 8th Region dealers and Midwest Travelers who were privileged to know Clark during his many years in the retail trade of Chicago. Our sympathies to his business associates and his bereaved family.

* * * * *

Mr. & Mrs. John Ford, Jr. of Omaha, Nebr., were among those grandparents who were permitted the opportunity to spend the Christmas holidays with the younger ones of the family. John and Mrs. Ford hied themselves off to Fort Benning, Ga., to be with their daughter and grandchildren and all of us are sure they were rewarded with happiness.

* * * * *

Suppose it is well known by now that **Glenn Chambers,** former Weis Maunufacturing Company representative and well-known traveler in areas to the north of us, is now with American Pad & Paper Company in eastern territory. All good wishes to Glenn in his new endeavors.

* * * * *

Meet Mr. Speedpoint . . . **Tom "Tot" Seward** of Speed Products Company, Inc., will now be known as Tom "Speedpoint" Seward. Tom was top man selling Speedpoint staples in a national sales contest sponsored by Swingline. He also captured the second grand prize for percentage over quota in all categories of the contest and our genial friend to the south, **Art Carrow** was top man in the merchandiser category and captured the first grand prize. "Congratulations" to both of these go-getters.

Endicott Firm Acquires Cay Company

Endicott Office Supply, Inc., has been organized to acquire the Cay Company, 9 Washington Ave., Endicott N.Y. Herman Yurman, owner of the Cay Company since 1951 when he purchased the interests of his partners, will continue as manager of the Endicott firm.

The new company has been incorporated with capital stock of $50,000, represented by 500 shares of $100 par value. Incorporators are David Levene and Paul C. Gouldin of Binghamton, N.Y., and Elizabeth G. Tune of Vestal, N.Y. Each holds one share of stock.

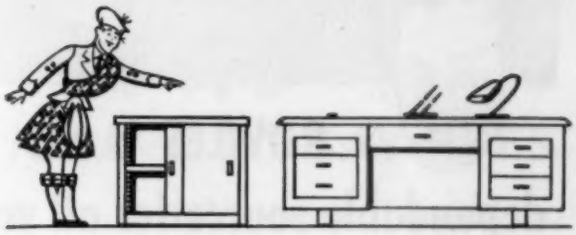
The firm will continue to retail office equipment, furniture and supplies and conduct a typewriter cleaning and repair service. In making known the new ownership, the company stated that it is now associated with a firm which warehouses large stocks of office supplies and equipment and therefore will be able to give quick and efficient service. —RCS

BORROUGHS

is *First* again!

NEW

"Desk-Hi" Sliding Door Cabinet

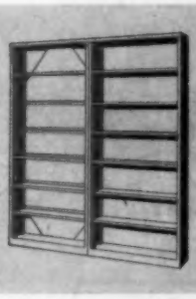


It's just what your customers have always wanted

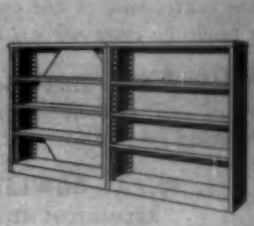
Handy as the telephone. In fact, it can be used as a combination cabinet and telephone stand. And what a blessing its gliding, sliding doors are. Makes the swing-door, space-eater cabinet as old fashioned as Uncle Elmer's mustache cup. The sliding shelf is adjustable without bolting. "Desk-Hi" is available in 2 depths, 12" and 18"—is 29" high and 38" wide. Here's another member of the Borroughs family that will bring home the bacon.

Here are other Borroughs products that will also produce extra sales for you

WRAF RACKS



LIBRARY SHELVING



BOOKCASES AND STORAGE UNITS

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3004 NORTH BURDICK amp KALAMAZOO, MICHIGAN

SCHOOL EQUIPMENT & SUPPLY DEALERS

ROWLES is the dependable source for all your SCHOOL EQUIPMENT

- ★ Classroom Seating
- ★ Primary Furniture
- ★ Tables & Chairs
- ★ Library Equipment
- ★ Playground Equipment
- ★ Vocational Furniture
- ★ Teacher's Desks
- ★ Misc. Classroom Equipment
- ★ Chalkboards
- ★ Bulletin Boards
- ★ Aluminum Chalkboard Trim
- ★ Framed Blackboards
- ★ Blackboard Erasers
- ★ Window Shades
- ★ Darkening Shades
- ★ Darkening Channels

Rowles offers you a complete line of high quality School Furniture and Equipment—everything you need to provide your customers with the specialized kind of service they need.

Rowles School Equipment has been a favorite for more than 50 years. Make Rowles your headquarters for all your school equipment needs. Enjoy the benefits of the Rowles trademark, the convenience of one centrally located source . . . and the profits on *every sale* you make.

Write for the latest Rowles School Equipment catalog and complete information on the Rowles Dealership program.

E. W. A. ROWLES COMPANY
ARLINGTON HEIGHTS, ILL.

ROWLES School Equipment

9TH DISTRICT NOTES

ART CARROW, CORRESPONDENT
4423 N. ROSENEATH DR., HOUSTON 21, TEX.

Business is good but news is terrible.

* * * * *

Business Office Equipment, owned by **A. P. Wakefield** at 315 N. Upper Broadway, Corpus Christi, Tex., has been appointed Shaw-Walker dealer for that city.

* * * * *

Bob Silliman has been assigned to the Army Transportation Corps at Camp Chaffee to start a 24-month stretch. Bob was associated with his father, **Ward Silliman.**

* * * * *

Herb Valentine and **Carl White** have taken over the ownership of R. O. Beamus, Office Supplies, at 613 Broadway in Oklahoma City. **Bruce Ballard** is the manager. **R. O. Beamus** will represent Egry Register Company and Western Envelope Company.

* * * * *

Otis Hobbs has left Johnson Ribbon & Carbon Company at Houston and joined the sales force of Maverick-Clarke in Houston.

* * * * *

Arthur Morrow, 77, owner of the Morrow Office Supply at Fort Smith, Ark., for 44 years, passed away recently after a short illness.

* * * * *

Stationers Inc., 1416 Fannin St., Houston, Tex., will move after February 1 to a corner location at 1420-1422 Fannin, with three times more space. **W. C. Moore** and **Jean Lisser** are the owners of the fast-growing business.

* * * * *

Frost-Parker Company at Baton Rouge, La., has moved from 805 Main St. to a beautiful new store at 560 Florida. Formal opening is planned for late in January. The company represents Shaw-Walker and Stowe-Davis.

* * * * *

Jordan Stationers & Printers, Inc., has opened for business at 1408 Jackson St. in Alexandria, La. **Paul Jordan** is president; **Edgar Jordan, Jr.,** general manager, secretary and treasurer, and **Mrs. Marian D. Jordan,** vice-president.

* * * * *

Clarence DuBos has moved his office supply store from 510 Camp St., to a larger store at 524 Poydras, in New Orleans. A. D. Wynne & Co. has moved from 524 Poydras to a four-story building at 320 Camp St., New Orleans. **Clyde W. Smith** is partner.

* * * * *

On December 1, **Bob Angers, Jr.,** bought the *Banner-Tribune* at Franklin, La., from **A. P. Gautreau** and Mr. Gautreau bought the B-T Office Supply Company at Franklin from Mr. Angers. The name was changed to Franklin Stationers. Mr. Angers will continue to operate the Jeanerette Printing and Office Supply Company at Jeanerette, La.

* * * * *

Wade Scott has sold his newspaper, *The Terrebonne Press,* at Houma, La., to **John B. Gordan,** owner of the *Houma Courier*. None of the press equipment was included in the sale. Wade received the entire office supply stock of the Courier as payment for the newspaper and has changed the name of the company from The Terrebonne

44 "NO" MEN HAVE TO SAY "YES"

to every Esterbrook pen you get...

To make Esterbrook Pens letter perfect, Esterbrook sets up the highest quality standards for every material, every process, every part.

Maintenance of these rigid standards is achieved through amazingly efficient scientific inspection by specially trained people at 35 quality control points.

But that's not all. Inspected parts are still further checked—spot checked by 8 special "quality inspectors". They give the nod to all production at the Esterbrook plant. And as a final check against possible slip up, the work of these quality inspectors is subject to daily spot checks by an Officer of the Company in charge of quality control.

Does all this inspection pay off? We think it does. To bear out our contention we need only remind you of the way Esterbrook Pen users recommend them to their friends; also, of the very small number of Esterbrooks that ever need factory repairs. Our repair department consists of just five persons. They are all we need.

Esterbrook®

FOUNTAIN PEN

THE ESTERBROOK PEN COMPANY, CAMDEN 1, N. J.

THE ESTERBROOK PEN COMPANY OF CANADA, LTD., 92 FLEET STREET, EAST; TORONTO, ONTARIO

CHOOSE THE RIGHT POINT FOR THE WAY YOU WRITE . . . BY NUMBER

"AMERICA'S STANDARD OF BUSINESS SEATING"

aluminum chairs

TAKE YOUR CHOICE

FINE-REST Chairs are available today in the greatest assortments of upholstering materials in the industry. You can have your choice of Vinal-Coated Fabrics, Top Grain Leathers, Gros Point or Bedford Cord in a large variety of colors and in any desired combination.

Furthermore, we can usually match materials at your request. In this day of competitive selling, FINE-REST can help you render greater service to your customers.

It will pay you to handle the FINE-REST line of Aluminum Office Chairs. Why not write us for details today.

ALUMINUM SEATING Corporation
17 S. CHERRY STREET • AKRON 8, OHIO

Distributor AETNA SAFE CO., 46-50 W. 29th St., N. Y.
METROPOLITAN N. Y. & EXPORT DISTRIBUTOR
SAFE & EQUIPMENT WHOLESALERS, 260 S. FIFTH ST., PHILADELPHIA 6, PA.
EASTERN PA. DISTRIBUTOR

Press to Scott Printing & Stationery Company. Home of the firm will be at 316 Church St.

DINE AND BUNK

If you are looking for a spot to stay in N. Louisiana, make it a point to stop at the Claibourne Courts in Homer, La. The courts are modern in every respect and reasonable in price. At the restaurant in connection with the courts, you can get an extra thick steak, top sirloin, with all the trimmings at $1.85. **Gene Holcombe,** Ennis Tag, was kind enough to send this item to me.

Poor Boy's Riverside Inn, on U.S. Highway 90, out of Lafayette, La., is another nice place to stop for a good meal. The place serves every type of seafood and Kansas City steaks. Once you try them, you will go back for more.

Lit-Ning Launches Advertising Program

Greater dealer support through a new, expanded, national advertising program has been announced by Z. A. Bump, president of the Lit-Ning Products Company of Fresno, Calif. The stepped-up program will also help introduce the many new items that have been added to the Lit-Ning line of office equipment and will continue the intensification of Lit-Ning distribution throughout the United States, Canada and Mexico, Mr. Bump states.

Plans include heavy trade and consumer magazine advertising, new catalogs, dealer display material, direct mail and product literature. The Martin R. Klitten Company of Los Angeles has been appointed to handle the expanded advertising program and public relations for the firm.

Lit-Ning dealers' sales have increased so greatly, Mr. Bump said, "that we have recently enlarged our plant and doubled production facilities to keep pace with the growing demand for Lit-Ning products."

Lit-Ning national sales offices are located at 3907 Duquesne Ave., Culver City, Calif.

Rochester Firm Relocates

Mimeograph Company of Rochester, N. Y. has moved from the third floor of 41 Chestnut St. to 460 Clinton Ave. S., Rochester, N. Y. It occupies greatly enlarged quarters in the new building. Robert J. Keegan is owner of the company.—RCS

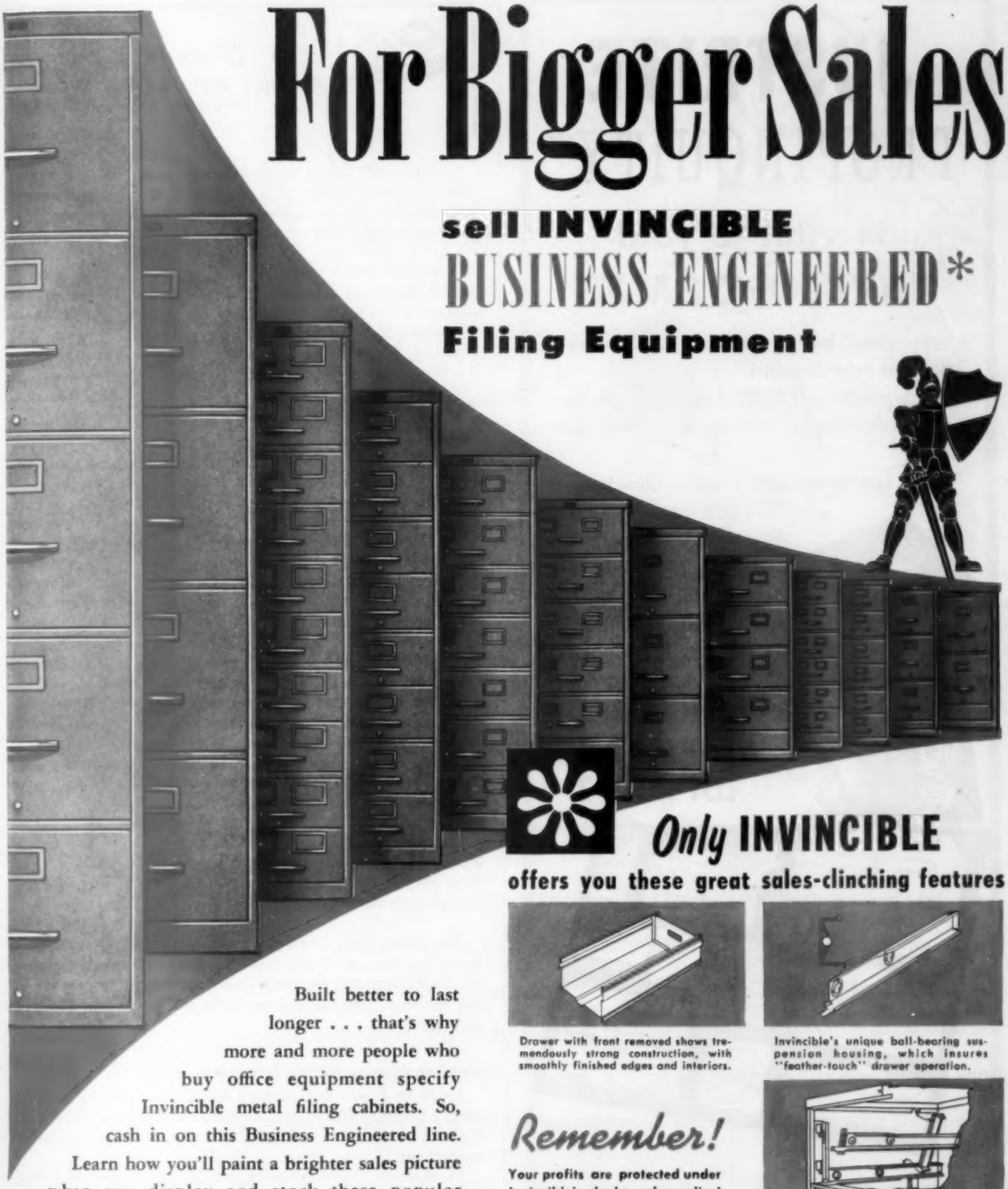
Praises Rex Recorder . . . *James P. Marino, president of American Dictating Machine Co., has announced the receipt of a letter from Talbert Office Equipment Co., Casper, Wyo., praising the Rex Recorder as a dictating machine. W. L. Talbert of the firm bearing his name, claims further that the Rex is easy to install and provides maintenance-free service. Pictured is the Talbert display of the Rex Recorder.*

For Bigger Sales

sell INVINCIBLE

BUSINESS ENGINEERED*

Filing Equipment

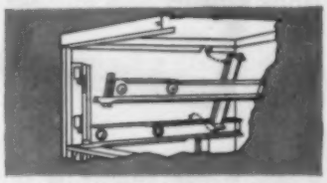


Only INVINCIBLE

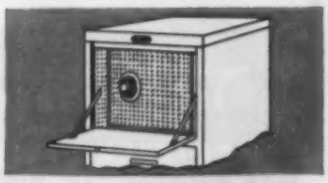
offers you these great sales-clinching features

Drawer with front removed shows tremendously strong construction, with smoothly finished edges and interiors.

Invincible's unique ball-bearing suspension housing, which insures "feather-touch" drawer operation.



With Invincible's design, it's easy to add inserts and insert drawers — to suit any filing requirement.



The original Concealed Safe Unit — available in 2, 3 and 4-drawer filing units — provides maximum security for confidential material.

Built better to last longer . . . that's why more and more people who buy office equipment specify Invincible metal filing cabinets. So, cash in on this Business Engineered line. Learn how you'll paint a brighter sales picture when you display and stock these popular products. Write today for details.

Remember!

Your profits are protected under Invincible's dealer sales policy!

- Invincible relies on *you* to do the retailing job. We do not sell directly to the consumer.
- Outstanding design and construction features make more sales for you.
- Invincible products are backed by a national advertising program in leading consumer and trade publications . . . with all inquiries directed to you.

INVINCIBLE

Office equipment for better business living

INVINCIBLE METAL FURNITURE COMPANY • Manitowoc, Wisconsin

JUSTRITE PROPINQUITY*

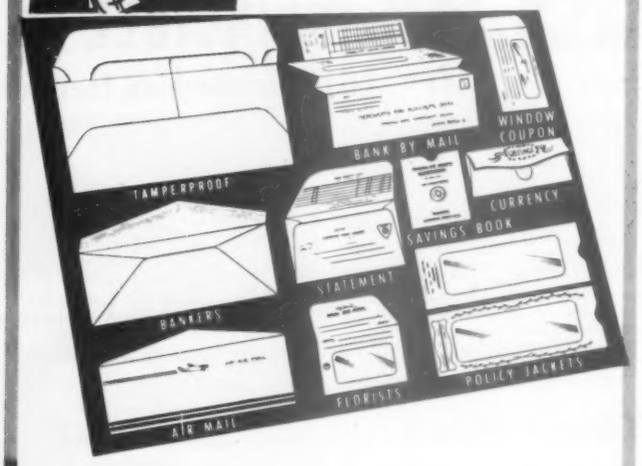
is vital to your ENVELOPE SALES!

***(pro-ping' kwi ti)—nearness of place, time or relationship.**

Fast dependable JUSTRITE service is as near as your telephone, mail chute or telegraph station!

When fast delivery is a **sales clincher**—JUSTRITE makes the sale! All orders are quickly expedited. Two modern, strategically located plants maintain large stocks of over 85 standard types of envelopes—for **immediate** delivery.

WRITE FOR PRICE LIST NO. F-2



Where quality is important and fast service essential—JUSTRITE ENVELOPES are your best source of satisfaction.

For JUSTRITE service . . .

JUSTRITE ENVELOPE MFG. CO.
58-60 Gilmer St., S.E., Atlanta, Ga.

NORTHERN STATES ENVELOPE CO.
300 E. 4th St., St. Paul, Minn.

10TH DISTRICT NOTES

EDWARD L. ROBINSON, CORRESPONDENT
4272 KING ST., DENVER, COLO.

The Capitol Office Supply Company of 1550 Broadway, Denver, Colo., is the new regional headquarters for the Simplex time clocks. **George Seaver** will be seeing many of you dealers this year.

* * * * *

Travelers please note: Any of you wishing to join the Rocky Mountain Travelers Club, please contact **Glenn Barclay** of W. H. Kistler Stationery Company or **Earl Zuhlke** of Dennison Manufacturing Company, U. S. National Bank Building, Denver. Several letters have been forwarded to the club inquiring about this. So, please note.

* * * * *

Illness, and so forth, has taken its toll here in the region and we would like to report on the following: **O. W. Pechman** of Denver Stationery Company is home and recuperating. . . . **Ernie Sawyer** is back home after his siege in the hospital. . . . **Harry Herkert** of Herkert's in Boulder is back on the job and taking it easy. . . . I received a short note from **Charles "Sanford" Evans** telling of his recent bout in the hospital. At this writing he is getting along as well as can be expected. . . . **Val Johnson** of Dennison Manufacturing Company in El Paso is up and around after his recent automobile accident.

* * * * *

As usual December saw a few of the boys from Denver taking off for yearly sales meetings—**Dan Koss** back in New York for an Eberhard Faber session. . . . **Jim Hanes** going east for American Pencil Company meeting. . . . **Earl Zuhlke** and **George Feeley** of Dennison Manufacturing Company to Omaha for their regular session. All reports are on the good side of the ledger with the travelers full of vim and vigor and looking forward to 1954.

* * * * *

Dan Koss has the new Eberhard Faber man in tow for the Rocky Mountain region. **Ray Vincent** will take over when Dan goes to the Coast. Ray has been with Eberhard Faber for 13 years and hails from Boston.

* * * * *

Cheyenne, Wyo., is the home of a new store, Office Equipment Corporation, in the Boyd Building. **Darwin Engstrom, W. L. Talbert** and **Leonard Brain** are the active partners in the business. Drop in and say hello and get acquainted with them.

Lit-Ning Names Milton Stone Associates

Lit-Ning Products Company has announced the appointment of Milton Stone Associates as metropolitan New York representative for the company's complete line of office equipment.

In making the announcement, Z. A. Bump, Lit-Ning president, stated that the Stone appointment has been made to meet increasing demand for Lit-Ning products and to better serve New York City Lit-Ning dealers.

Milton Stone Associates is located at 320 Broadway, New York City.

Adrian, Mich., Firm Suffers Water Loss

When a broken water line on Sunday, December 13, dumped more than a foot of water into the basement of the Typewriter Sales & Service, Adrian, Mich., several thousand dollars damage was done to new office furniture and equipment.—AK

AND FABULOUSLY EFFICIENT

PAX **Hecto Ink** CLEANSING CREAM

FOR THE SKIN

Women like to use the new PAX Hecto Ink Cleansing Cream because it's different. It's cool and smooth. It's clear and pink and fresh looking. They like the way it feels on the skin and the way it whisks off ink stains. They like the faint, elusive fragrance that lingers on the skin. Their skins will never dry out when they use this marvelous *NEW* PAX Cream. It is not necessary to use any kind of soap because PAX has a fine super-fatted toilet soap built right into the cream itself.

Of Course, it contains LANOLIN

Have your purchasing agent write today on your letterhead for a sample. See for yourself how wonderful it is.

54-B

G. H. PACKWOOD MANUFACTURING COMPANY
Manufacturing Chemists
1546 TOWER GROVE AVE. • ST. LOUIS 10, MISSOURI

PAX

It Can't Happen With STAXONSTEEL

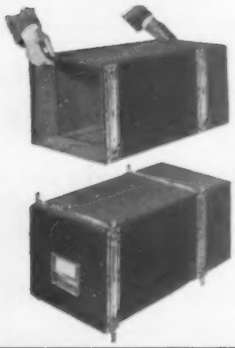
REG U S PAT OFF

The *Only* Fibre Board TRANSFER FILE That "Builds Its Own Steel Framework As You Stack It"

TRANSFER RECORDS THIS IMPROVED WAY

Stack them to the ceiling, load them to capacity—*each drawer will work perfectly. No sticking, no bulging.* Space-saving STAX ON STEEL units are the only fibre board drawer files engineered so the steel framework carries the entire weight load at four equal points, *in rear* as well as front. Factory applied steel side-plates and horizontal steel stackers fit together with precision and *skyscraper strength.* Rust-proof metal card-holder drawer pulls are securely fastened to Masonite panel drawer fronts. These panels (used in both front and back of drawers) are covered with high grade corrugated fibre board, which is used throughout. Beautiful Banker's gray fade-proof finish, complemented by lustre-steel parts, produces a neat front office appearance.

WRITE FOR CATALOG, giving prices and complete dealer story. Newspaper mats and promotional literature free.



SIZE No.	USE	Inside Dimensions W.	H.	L.
511	LETTERS	12¼"	10½"	24"
512	LEGAL	15¼"	10½"	24"
502	CHECKS	9"	4½"	24"

STAXON STEEL CONVERTERS

No. 410-12 PARTITION converts No. 512 legal size to a six-cell unit for 3 rows of 4½ x 10" vouchers.

No. 610-12 PARTITION converts No. 512 legal size to an eight-cell unit for 2 rows of 6¼ x 10" ledger cards.

INTERLOCK STURDY UNITS

Bolts are provided for interlocking all units through keyhole slots in metal side-plates both front and rear, making complete steel framework for battery installations stacked as high and wide as desired.

HAND-HOLE FOR EASY "TOTING"

In addition to the recessed easy-to-grasp metal handle, there is a hand-hole in the back of the drawer . . . making it easy to carry even when fully loaded.

BY THE MAKERS OF LIBERTY STORAGE BOXES

BANKERS BOX COMPANY

Serving Stationers Since 1918

720 SOUTH DEARBORN STREET
CHICAGO 5, ILLINOIS

11TH DISTRICT NOTES

KEN DICKENSHEET, CORRESPONDENT
1020 Y ST., VANCOUVER, WASH.

In December the Oregon Trail Travelers held two Christmas parties—one in Seattle on December 4 and one for the Portland group on December 18. The Seattle party was the best attended but a very good time was had by both groups and we hope more of our members can turn out in 1954. **Chuck (MMM) Courtman** was in charge of the Seattle party and **Andy (Hallmark) Evers** made the plans for the Portland dinner dance. Thanks to wives for turning out such nice decorations for the tables.

In Portland we especially want to thank **Mrs. O. K. Williams** for all of her hard work and thanks, too, to **President Clint (mfrs. rep.) Martin** for the very nice favors he sent down.

* * * * *

While we are speaking of the recent holiday season we would like to compliment **Ralph Ortel** and **Bill Goss** of Shaw & Borden for winning third place in the annual Christmas window display contest put on by the Spokane Chamber of Commerce.

Considering that they competed in the department store division and had some real professional competition this was indeed quite an honor. Nice going, gentlemen.

* * * * *

Another Spokane store had some interesting changes in their window displays in December. On December 11 the Spokane Office Supply Company held open house to show off the new floor display which is tied in with the display windows. The layout was planned by the supplier, Metal Office Furniture Company, and is a beautiful job.

Gene Aris was a very busy guy, as you can imagine and was passing out cigars just as he did a year earlier when daughter **Leanne** was born.

* * * * *

Dave & Margie Rudnick vacationed in Los Angeles over the holidays and **Charley Nunn** spent his vacation as usual looking over his holdings at Hanford, Calif. However, we noticed Charley back on the job, working at J. K. Gills on January 4, and we must say that he looked very well. Must have picked off a few ducks while down Hanford way.

* * * * *

We understand that **Joe Dwyer** spent December in the Southeast, showing his bride, **Leona,** Florida and comparing it with California. Hope you got some good movies, Joe, as that is about as close to Florida as I'll ever get.

* * * * *

Art Weaver, who recently retired after many years service with the J. K. Gill Company, is back on the job there for a couple of months. It's just to lend them a hand during the rush as he says he plans to go back to traveling as soon as the rush is over.

Art just returned from a cross country jaunt going as far east as North Carolina and down through the southern states on his return. He spent a week in his old country, the Missouri Ozarks, where he said he brought the natives up to date on the exploits of their favorite son, **Jack (Webster Carbon) Ellis.**

* * * * *

Have you ever wondered what a group of salesmen talk

THE LINE OF
"MARKING DEVICES"

— PLUS —

A NEW ITEM that is in great demand by GROCERS-CHAIN STORES-SUPER MARKETS . . .

THE NEW "CROWN HERCULES"
PRICE MARKING KIT and PRICE MARKERS

Available in two sizes of type and Four different band arrangements.

FOR FURTHER INFORMATION
WRITE DEPT. PM

R. A. STEWART & CO. INC.
80 DUANE STREET NEW YORK 7, N. Y.

"Free and easy" is one way to describe the feeling Collier-Keyworth Chair Controls give through their patented "Equi-Balanced" action. An exclusive, outstanding Collier-Keyworth feature, it always assures smooth-tilting, comfort-controlled motion. For all-steel, revolving chair controls . . . carefully constructed for long-wearing satisfaction . . . ultra modern in design . . . buy Collier-Keyworth!

CK CO.

COLLIER-KEYWORTH CO.

about over a luncheon meeting? Probably not but I'll bet you would never guess the subject of conversation that occupied most of a lunch hour in Seattle not long ago.

It seems that all of the talk evolved around "The Best Way to Milk a Cow." Being city raised myself I could contribute but little to this sparkling conversation but you'll never guess the salesman that had the greatest fund of knowledge in this department. None other than **Chet (Y and E) Williams.**

About all I can remember of this instructive and useful talk was the fact that you had better luck on cold mornings if you warmed your hands before going to the barn. Chet will fill you in on the rest if you are having trouble "stripping" your cows of that last pint.

* * * * *

For some time now we have been attempting to line up a good meeting place for lunch once a week for the Portland travelers and all out of town members that happen to be in town on Wednesday's. We would like to announce that a new restaurant has been opened in Portland and they will save a table for us on Wednesdays for the group to use.

The name is DAVEY'S LOCKER and it is located on the main floor of the old Journal Building, SW Broadway and Yamhill. The manager is **Ralph Godsy** and an old school chum of your reporter. I can assure you that you will like the food and that Ralph will take good care of you.

Let's see if we can't get a greater turnout now and get the habit started of meeting in Portland on Wednesdays. Bring a dealer along if you like, "the more the merrier," to coin a phrase.

"OUT WHERE THE HANDCLASP IS A LITTLE STRONGER"

Sell The Idea of Completeness

■ THE SCOTT-RICE OFFICE Supplies and Furniture Company, Tulsa, Okla., has two complete stores with separate entrances, one devoted to office supplies, the other to office furniture. To help the busy executive the Scott-Rice Company has set up special galleries and provides co-ordinating charts to help visualize and plan office interiors completely, not only office furniture but draperies, carpeting, lamps and pictures.

The deep lobby provides for four such complete offices, two on each side, one set showing steel furniture, the other three woods of different types.

As one enters the office furniture store he first passes through two completely furnished offices. One island window has several framed paintings, lamps and drapes, and a card calls attention to the service the firm can give in office designing.

In the office supplies store a large square down front is devoted to pen and pencil sets. An island window is devoted entirely to typewriters and pen sets, with accessories featuring them for special occasions, such as typewriters and pens for students in September; as Christmas gifts, and as Father's Day and Mother's Day gifts.—WBS

Arthur Lawless Represents New Firms

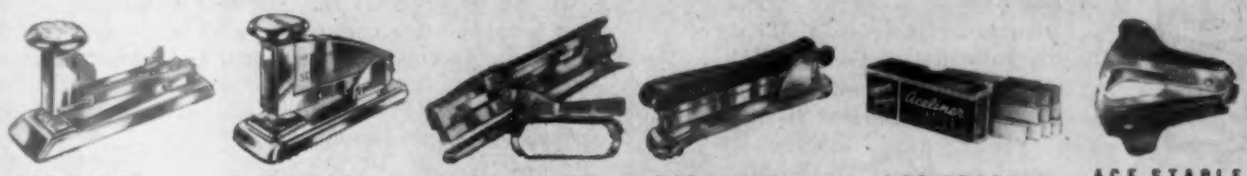
Arthur Lawless of 38 Waterview Place, Lynbrook, N.Y., announces that he has severed all connections with Keith Clark, Inc., and Ezyindex Products. Instead, he now represents Tops Business Forms, Chicago, and the Forbes Products Company, Rochester, N. Y. Territory covered is Metropolitan New York, New York State, Pennsylvania, Maryland, New Jersey and New England.

Throughout the world the ACE STANDARD is recognized as the standard of stapling machine quality. Its sturdy dependability and perfect performance have made it the favorite wherever a lifetime of hard service is required.

The ACE STANDARD will instantly and securely staple or pin up to 40 sheets of average weight paper. It loads 210 Standard Staples. Quality-wise dealers everywhere feature and recommend the ACE STANDARD because of the greater satisfaction and service it gives.

SOLD EXCLUSIVELY THRU DEALERS!

SOME OF THE STAPLING EQUIPMENT MANUFACTURED BY ACE



ACE PILOT | ACE SCOUT | ACE CLIPPER | ACELINER | ACE STAPLES | ACE STAPLE REMOVER

ACE®

The WORLD'S FINEST

Stapling Machines for Every Purse and Purpose

The WORLD'S FINEST

ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO 13

IN CANADA: ACE FASTENER (CANADA) LTD., 6705 UPPER LACHINE ROAD, MONTREAL 28 • 770 DU PONT STREET, TORONTO 4

CARBON PAPERS

If your business is profits, make it your *business* to find out how Codo's High Quality Carbons, Ribbons, and Hectograph Supplies *win* new customers and *hold* old ones!

AS A CODO DEALER

...you are served by an *efficient* organization

...you benefit from a 32-page, highly informative GUIDE BOOK

...you can offer your customers Codo's exclusive Carbon "Gripper" and

...you have many "Dealer Helps" to assist you in building volume sales. Write NOW for information.

Codo— MANUFACTURING CORP.
Factory: Coraopolis, Pa.

40 E. 40th St. New York 16, N. Y. • 401 Wood St. Pittsburgh 22, Pa. • 564 W. Monroe St. Chicago 6, Ill.

"Codo-Quality Qualifies"

PACIFIC NORTHWEST

by C. M. LITTLEJOHN
918 Twelfth Ave., N., Seattle 2, Wash.

Rewarded for faithful and efficient salesmanship and executive ability, **B. A. Schroder** has been newly appointed Multigraph manager at Portland, Ore., for the Addressograph-Multigraph Corporation. He was recently sales agent at Fresno, Cal., and prior to that was high on the staff of the business machine corporation at San Francisco, Cal.

* * * * *

On a swing into the Pacific Northwest, **Ernest Swigert,** vice-president of the National Association of Manufacturers, brought a vital message and prophesies for 1954 to the large group of businessmen welcoming him at the gathering in Portland, Ore., under auspices of the Portland chapter of the National Association of Cost Accountants.

* * * * *

Rogers and Horn Company is the new name of the Stan Hall Rubber Stamp & Stationery Corporation of Seattle.

* * * * *

Building traffic over its first floor to its book department, the J. K. Gill Company, S.W. 5th and Stark, Portland, Ore., staged an autograph party for **James A. Gibbs, Jr.,** best selling Northwest author, and his fascinating new book "Tillamook Light."

* * * * *

Going into business, **I. R. "Mike" Metzler,** formerly Beaverton (Ore.) Union High School principal, will erect a modern office building in Beaverton, to be ready for occupancy and the buying of office supplies, typewriters, business machines and other equipment for the numerous offices therein early in February when the various office-holders take office.

* * * * *

Doing an extensive business in printing personalized greeting cards, The Lowman & Hanford Company, Seattle, has recently announced appointment of **Mrs. Lucile Young** as an addition to its personnel to handle personally the personalized greeting card business. Long experienced in this field she has taken her position in the Lowman & Hanford unit at 4549 University Way, off the campus of the big University of Washington.

* * * * *

Broadened business horizons and new responsibilities and duties have recently been added to the Tacoma sub-agency of Marchant Calculators, Inc. The west Washington unit has been raised to full agency power, with headquarters at 2330 E. 11th St., Tacoma, Wash. **Seymour L. Johnson, Jr.,** former local agent, has been promoted to agency manager and will continue to serve business firms and service offices of both Pierce and Thurston counties.

* * * * *

Stationers, Inc., of 926 Pacific Ave. and 927 Commerce St., Tacoma, Wash., was called upon to supply extensive equipment for the students of the new Clover Park Junior High School, recently completed at a cost of $852,000. Supplies for 22 academic classrooms were required.

* * * * *

Dr. August Dvorak, University of Washington professor and creator of a new typewriter keyboard for greater efficiency, has returned to the campus at Seattle with a new electronic machine. This mechanical brain and electronic accounting machine system is designed to show university freshmen in which courses they are likely to excel and which not.

DON'T DESPAIR!

Ask Your LYON Dealer!

• Finding the best source of supply for steel equipment isn't as frustrating as you may think.

Your Lyon Dealer offers the world's most diversified line of quality steel equipment. (A few of Lyon's 1500 standard items are shown below.) Equally important, he can show you how to get the most out of steel equipment in terms of saved time, space and money. Why not ask him to stop in? He'll bring along a 76-page catalog full of Lyon equipment and a head full of practical ideas.

LYON METAL PRODUCTS, INC.
General Offices: 228 Monroe Ave., Aurora, Ill.
Factories in Aurora, Ill. and York, Pa.

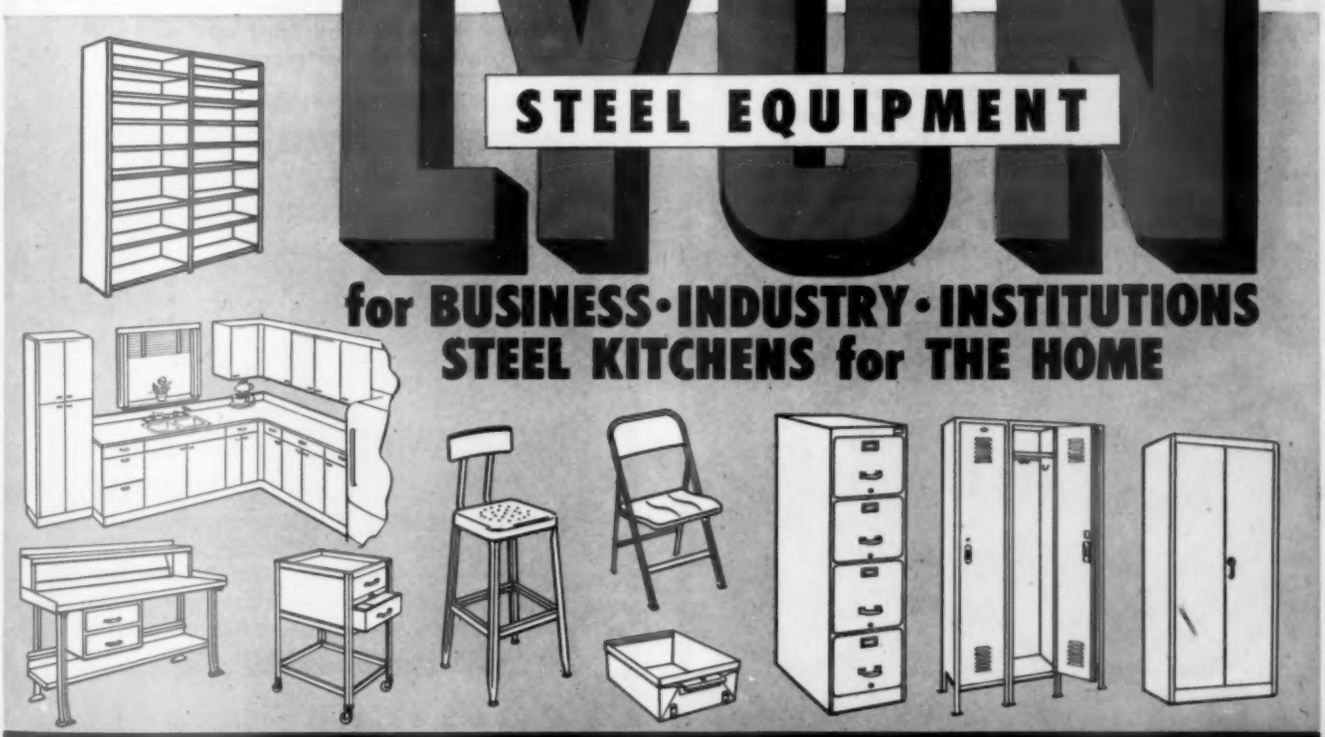
Ads like this appear in Business Week and leading trade publications every month

Lyon also has complete facilities for manufacturing special items to your specifications

LYON®

STEEL EQUIPMENT

for BUSINESS • INDUSTRY • INSTITUTIONS
STEEL KITCHENS for THE HOME



A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving	• Kitchen Cabinets	• Tool Totes	• Economy Locker Racks	• Display Equipment	• Filing Cabinets	• Service Carts	• Tool Stands
• Lockers	• Cabinet Benches	• Bar Racks	• New Freedom Kitchens	• Flat Drawer Files	• Folding Chairs	• Sorting Files	• Shop Boxes
• Stools	• Storage Cabinets	• Tool Boxes	• Toolroom Equipment	• Revolving Bins	• Work Benches	• Drawer Units	• Tool Trays
• Bin Units	• Drawing Tables	• Parts Cases	• Wood Working Benches	• Hanging Cabinets	• Bench Drawers	• Hopper Bins	• Shop Desks

NATIONAL LOCK

QUALITY PRODUCTS FOR OFFICE APPLIANCES FIT YOUR PRODUCTION PICTURE

IF YOU ARE AN ORIGINAL EQUIPMENT MANUFACTURER OR JOBBER, WRITE US. IF YOU ARE A DEALER, SEE YOUR JOBBER.

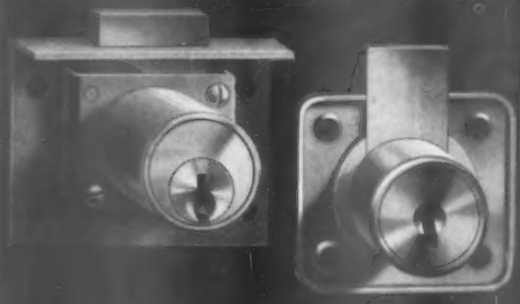
special fasteners

Many office equipment manufacturers have found National Lock the ideal source for their complete fastener requirements. National Lock is able to supply specific fasteners for specific jobs . . . resulting in a saving of production time and material costs. If you are a manufacturer, turn your fastener problems over to us. Our skilled sales engineers will recommend efficient, money-saving fasteners for your jobs. Order screws, bolts and all your hardware the simplified "All From 1 Source" way . . . from National Lock.

ball-bearing casters

There's a complete line of casters for both wood and metal applications. For use on carpets, casters are supplied with molded Phenolic self-lubricating wheels. For hard floors, casters are supplied with molded rubber wheels, having hard core and soft tread, and with oil impregnated bearings.

office equipment locks



The extensive line of fine National Lock office equipment locks includes combination shackle locks, surface mounted and built-in locker locks, filing cabinet drawer locks, cash box locks, combination safe cabinet locks, drawer and door locks and many others.

Distinctive Hardware . . . All From 1 Source

SCREWS, BOLTS, HANDLES, LABEL HOLDERS, CASTERS, LOCKS, LOCKER HOOKS, HINGES, LIFT HANDLES . . . EVERYTHING FOR OFFICE APPLIANCES

NATIONAL LOCK COMPANY Rockford Illinois

SEEN & HEARD IN SOUTHERN CALIFORNIA

by J. EDWARD TUFFT,
2012 Huntington Dr., S. Pasadena, Calif.

In a review of the major developments in connection with his company and with the use of the Stenotype in general during the latter half of 1953, **Herman Miller,** head of the Stenotype Company of California, cites several matters of interest.

Late in August a seminar for teachers in both public and private schools throughout the state was held in Los Angeles with 35 teachers in attendance. Among notable guests were **Jack Skadorn** of the Skadorn College of Business in San Bernardino, **Miss Marjorie Lord** of the Sacramento Junior College; **Mrs. Beulah Woods** of Palomar College in San Marcos; and **Sister Mercedes** of the Villa Cabrini Academy at Burbank. At this seminar such topics as motivation and new techniques in practice dictation by recordings were discussed.

On October 20 evening classes for public school teachers in the Los Angeles area were begun under the direction of **Miss Thelma Price** of Stenotype Company, a well known teacher training expert. Fourteen teachers were enrolled for this instruction.

Approval has been received from Sacramento of a graduate level course in Stenotype teaching and methods at the Teachers' College in San Jose. This has been announced by **Dr. E. W. Atkinson,** chairman of the Division of Business in the college. This is the first time on the Pacific Slope that Stenotype instruction has been offered at the university level. The course is under the direction of **Mrs. Dorothy Woodard** of Lick High School in San Jose.

Mr. Miller feels that Mrs. Woodard is to be commended for the fact that she has been making weekly trips to San Francisco for work with the Stenotype Company in gathering background material for presentation to her classes. Machines are being provided for accredited teachers.

A. F. Bazdarich is now head of the school service department for the Stenotype Company of California. **R. R. Smith** recently took over the work of field representation in the Bay District. Mr. Smith has been an insurance executive for many years.

* * * * *

John S. Coleman, president of the Burroughs Corporation, Detroit, at a recent meeting of Rotarians in Los Angeles, explained his views on a national trade policy. Mr. Coleman, who is now serving as chairman of the board of the Federal Reserve Bank of Chicago, joined the Burroughs Corporation as a junior salesman in the Washington branch in 1920. He has since served as government representative of the company, assistant manager of the Washington branch, division manager of the East, and assistant to the president. He has been president of the corporation since 1946. At the present time he is also serving as president of the Detroit Board of Commerce, and is an advisory board member of the U. S. Post Office Department.

Mr. Coleman, with **Paul J. Hoffman,** president of the Studebaker Corporation, was also on "The Town Hall Program."

* * * * *

Norman A. Kramer, owner and president of the SoundScriber Dictating & Recording Company, Inc., distributors of SoundScriber and Olivetti products, 621 S. La Brea Ave., Los Angeles, announces that **Philip Graham** has been named representative for San Bernardino and Riverside Counties,

Leather

at its handsome best!

For nearly a century, Loeblein of Kent leather furniture has been recognized as synonymous with highest quality, finest workmanship and design. Superb pieces of almost infinite variety, in the widest choice of colors, finishes and textures in the leather world.

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For full information, contact the sales representative in your territory or write us

Maryland; Washington, D.C.; Virginia; North Carolina; South Carolina; Georgia; Florida; Alabama — Robert W. Butson, 4909 Regest Road, Richmond, Virginia

Northern half of Illinois; Wisconsin; Minnesota; North Dakota; South Dakota; Iowa; Nebraska — James B. Lynch, 7944 Ellis Avenue, Chicago 19, Illinois

Ohio; Indiana; Michigan; Louisville; Kentucky; and northern part of West Virginia — James A. Wallace, Jr., 5732 Speedway Drive, Indianapolis, Indiana

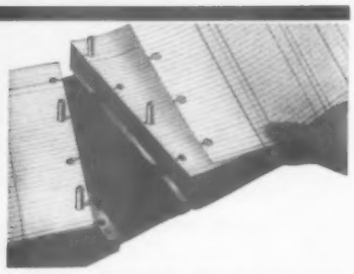
Pennsylvania; New York except New York City; and Delaware — Laddie Koehn, 122 Columbia Drive, Williamsville, New York

Master-Craft's

FLAT-LYING THONG BINDERS

...Mean Faster Sales

NO PROTRUDING POSTS



HOLDS STANDARD PUNCHED SHEETS

Why Dealers Like to Sell

Master-Craft's Flat-Lying Binder

- **Most efficient binder made for pen written accounting**
- **Takes Sheets Punched for Post Binders**
- **Eliminates Competition**
- **100% reorder protection**

Master-Craft products are available through no one other than our exclusive franchised dealers. It may be available in your city.

Write today for free catalog.

MASTER-CRAFT CORPORATION

LOOSE-LEAF DIVISION OF SHAW-WALKER

KALAMAZOO, MICHIGAN

California. **Kieth Shahan** is now a salesman in the Los Angeles territory.

C. C. Clifford, manager of the Olivetti Division in Los Angeles, on December 9 attended the formal opening of the new offices of the Olivetti Sales Corporation in San Francisco.

Thain Raymond, Long Beach dealer, recently visited the SoundScriber factory in New Haven, Conn. He spent the Thanksgiving holidays in that area.

Mr. Kramer announces also that he has now replaced the company's fleet of automobiles with station wagons. He feels that these offer better facilities for transportation of equipment. He reports that his company has closed one of the best years in its history, a firm that was originally established in 1942, and of which he assumed management in May, 1951.

* * * * *

Funeral services were held on December 23 for **Richard Ingersoll,** proprietor of the Precision Typewriter Company, 158 W. Twelfth St., Los Angeles. He died December 21 after a three months' illness.

Mr. Ingersoll was born in Jacksonville, Fla., but moved to California about 30 years ago. He was in the typewriter business for 27 years. In addition to his widow, **Mrs. Ruth G. Ingersoll,** he leaves a son, **James L. Ingersoll** who has been in business with his father and who now has taken over the management; one daughter, **Mrs. E. Kinney;** and two grandchildren. Mr. Ingersoll had a broad acquaintance among office appliance people in Southern California.

* * * * *

The Southern California Office Furniture Association held a dinner meeting at the Rodger Young Auditorium in Los Angeles December 2 and elected the following officers: president, **Floyd A. Fenn,** California Desk Company; vice-president, **Leo Hawkins,** Gilmore Desk and Safe Company; secretary-treasurer, **Miss Helen Pennington,** Wholesale Office Equipment Company; directors: **Dennis O'Hern,** Hollywood Office Furniture Company; **Herman Klein,** Office Interiors; **Frank Booz,** Leakley and Booz; **George Neilson,** Dray Manufacturing Company; **Herman A. Jonas,** General Office Furniture Company; **J. E. Lenihan,** McMayon Brothers Desk Company; and **W. H. Jones,** L. A. Desk Company.

In the absence of President Dennis O'Hern, **Don Hopper,** Hopper's Office Furniture Company, vice-president, presided.

Major feature of the meeting, in addition to the election of officers, was a discussion of preliminary plans for "National Office Furniture Week," January 17-23.

The annual Christmas party was held December 11 at Ciro's, 8433 Sunset Boulevard. **Dennis O'Hern** was in charge. This was a dinner meeting. At this writing the January meeting is slated for the 18, at the Nikabob Restaurant, 875 S. Western Avenue, Los Angeles, with **John R. Gray,** executive-director of the National Office Furniture Association, Chicago, as the guest speaker. Normally the monthly meetings are held on the first Monday of the month, but this one is scheduled for a date later than that in order to have the date conform with Mr. Gray's visit to Los Angeles.

* * * * *

Homer A. Jonas, who for 20 years has been with the National Office Furniture Company, 218 S. Spring Street, Los Angeles, recently resigned the managership of that company to become general manager of the General Office Furniture Company, 932 S. Hill St., Los Angeles.

* * * * *

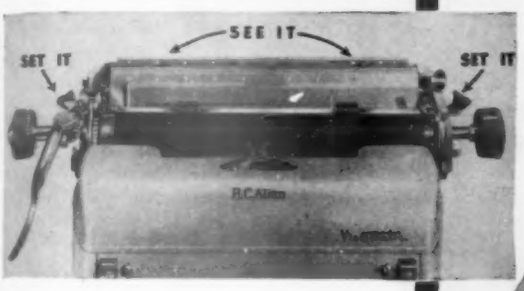
The Stationers Association of Southern California entertained the members of the Golden State Travelers Club at the third annual dinner dance on December 18 at the Beverly Hills Hotel with 250 present, including members and wives and friends.

This was the third annual event of the kind and was the

All New R.C.Allen VisOmatic TYPEWRITER

with

Exclusive VISOMATIC MARGIN



Visomatic Margin

"VisOmatic" means what it says — visible and automatic. Permits fast, *precise*, even margin setting on both sides. Simply position the carriage and touch margin set keys and margins spring into place automatically. Stop indicators on easy-to-read scale show exact position. Permits neater letter appearance.

New Line Space Mechanism

Line spacing as simple as 1-2-3. Change from single to double to triple space with instant adjustment.

Full-View Tab Control Panel

Easy-to-reach tab set and tab clear keys are at your fingertips. You can clear *all* or *any* selected tabs at one touch.

More Value, More Advanced Features, More Typing Ease

Feature for feature, the All-New R. C. Allen VisOmatic gives you more than ever before . . . more output . . . more typing ease . . . more efficiency. And this highly versatile deluxe machine costs no more than ordinary standard typewriters. Try the All-New R. C. Allen VisOmatic typewriter *first* — See how quickly it proves itself in your office. The beautiful Mist Gray color styling harmonizes with every office color scheme.

QUICK-SWITCH PLATEN

In less than ten seconds you can change from the standard platen to a platen for stencil cutting, or to one for making multiple-copy manifests, or for any other specialized job. A touch of your hand on the release lever and out comes the cylinder . . . in seconds! No inky fingers, no lost time, no complicated procedure. And the new platen snaps into position just as fast. This sensational, work-speeding feature — the Quick-Switch Platen — is found only on R. C. Allen VisOmatic Typewriters.

Write for full details in colorful FREE literature today!

R.C.Allen Business Machines, Inc.

680 Front Avenue, N.W., Grand Rapids, Mich.

R.C.Allen
CASH REGISTERS...

best choice for business

in value-security-service

MODEL 210
All purpose electric store model

16 Famous Models Provide Cash Registers For Every Need

Supermarkets, service stations, barbers, bakers — no matter what the business — R. C. Allen Cash Registers are designed to meet specific business requirements. You'll find more outstanding features, more security, and more *genuine value per dollar* in the R. C. Allen machine than any similar models on the market. Low in cost, high in utility!

All R. C. Allen machines are double duty. In addition to their cash register function, they can be used as an adding machine. All models feature department, commodity, or clerk designation, changeable department or clerk name strips, locked in daily totals, locked in autographic detail strip, removable plastic money till, emergency drawer release, plus other outstanding features. Most models feature all-steel cash drawers.

R. C. Allen BUSINESS MACHINES

R. C. Allen offers the most complete line of specialized cash registers available to the business machine dealer.

R.C.Allen Business Machines, Inc.
679 Front Avenue, N.W., Grand Rapids, Mich.

MANUFACTURERS OF ADDING MACHINES, BOOKKEEPING MACHINES, CASH REGISTERS, TYPEWRITERS.

most successful so far in point of attendance.

Heading arrangements were **P. A. Redford,** vice-president of the Schwabacher-Frey Company, Los Angeles; **R. A. Thomas,** Grimes Stassforth Stationery Company, Los Angeles; and **Joseph Savel,** the Savel Commercial Stationery Company, 1216 Maple St., Los Angeles.

* * * * *

Howard Mackin, partner in the American Calculating & Typing Service, 122 E. Seventh St., Los Angeles, president of the Los Angeles Chapter of the National Office Management Association, announces that the 1954 Business Show will be held at the Biltmore Hotel, October 24-27. The meeting will mark the 10th anniversary of the Los Angeles Chapter. **Kenneth Moore,** vice-president Chicago Title and Trust Company, is coming as the main speaker. His subject will be, "How to Increase Efficiency in the Office."

Dr. S. J. Wanous, professor of office management, University of California in Los Angeles, was the principal speaker at the meeting of the local chapter held December 8 at the Rodger Young Auditorium. His subject was, "What It Takes for the Office Manager to Get Ahead."

* * * * *

The Arcadia Stationers have moved into a new home, a complete description of which will be given in the next issue of this magazine. Located in one of the rapidly growing areas of Southern California in a town the population of which has grown by leaps and bounds in the last few years, the proprietors of this store feel that they have a good location and feel justified in moving into larger and finer quarters.

* * * * *

While there have been a few business scares during the year just closed, office appliance and office supply dealers throughout Southern California are optimistic about the future and when they add up their totals for the year 1953 find no basic reason for complaint. The entire area, with vast residential developments starting every day and with whole new business sections springing up over night, has offered a continuous market for anything that has to do with the furnishing and operation of an office.

The Midwinter issue of the *Los Angeles Times,* off the press the first day of the year, tells a staggering story of commercial development during 1953. The truth is that a medium size city in a decade and a half has rushed into third place in the nation, tentative figures seem to indicate, and there seems no abatement with from 700 to 800 people per day moving into Los Angeles County. A city that was once thought of quite generally as a tourist town today ranks among the world's leading manufacturing centers.

All of this means offices and more offices with a need for more and more office appliances. Prospects for 1954 are definitely good in spite of temporary fluctuations in farm prices, and an occasional brief tightening of financing. The momentum obviously is such that nothing can stop it.

Penn-Mar-Va Travelers Club Marks Holiday

Reported by George E. Harscheid

The annual Penn-Mar-Va Christmas party was held on Tuesday, December 22, at the Ross House, Germantown, Pa.

This proved to be an enjoyable evening with the Ross House presenting an ample-size private dining room with dance floor and three-piece orchestra.

There were 40 persons present. The roast beef was luscious and so were the ladies in their low-necked slippers. Dancing followed a fine dinner and a grand time was the unanimous opinion of all present.

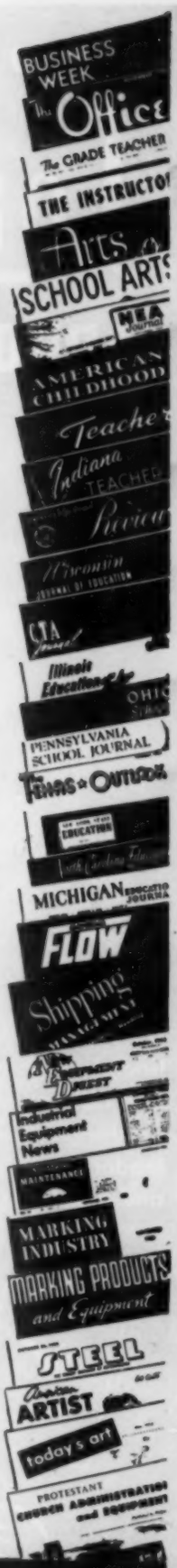
Ed St. George, Oakville Company division, Scoville Manufacturing Company, chairman of the entertainment committee, deserves the grand accolade for getting everyone into the Christmas spirit with cocktails and carols.

Business is Booming!

for stationers pushing

FLO-MASTER

THE MOST WIDELY ADVERTISED FELT-TIP PEN IN AMERICA!



Just glance at the magazines illustrated at the right. They're doing a job to help *you* sell more Flo-masters.

Every field is covered —industry, business, art, education, retailing and the home.

And remember—every sale of a Flo-master leads to *other* sales, for people proudly boast about this most versatile of all writing and marking instruments — the one instrument that writes on everything—the *one* instrument available with special inks (in 10 colors) that are instant-drying, waterproof, smudge-proof, non-toxic.

The best way to take advantage of Flo-master national advertising is to display Flo-master permanently on your counters and in your windows.

CUSHMAN & DENISON MFG. CO.
Dept. H-23
153 West 23rd St.
New York 11, N. Y.

Flo-master
FELT-TIP PEN

Look to
LONGHORN
CARBONS and RIBBONS
for a LONG profit

Leaders in AMCO's complete line of carbons and ribbons for the office—leaders in sales and profits for you!

Send for Illustrated AMCO Catalog

Amco
AMERICAN CARBON PAPER MFG. CO.
Factories at Ennis, Texas—Chatham, Virginia
Warehouses and Offices at Houston, Dallas, New Orleans, Birmingham, St. Louis, Denver, Los Angeles.

MARITIME PROVINCES

W. J. McNulty, Correspondent
116 Prince Edward St., St. John, N.B., Canada

E. P. Mason, vice-president and sales manager of J. & A. McMillan, Ltd., one of the oldest office supply firms in the world, and with a background of about 120 years, has been elected to the presidency of the Maritime Commercial Travellers Association.

* * * * *

At the Remington Rand branch in Charlottetown, Prince Edward Island, special student rates are available on the Remington Quiet-Riter, for both rental and sale. The appeal is to pupils in the colleges, business schools and high schools of the island.

* * * * *

Recent visitors to office appliance distribution bases in the central provinces were **George Baggs** and **James Austin** of the executive staff of Dicks & Company, Ltd., St. John's, Nfld.

* * * * *

"Office Equippers For 50 Years," is the subsidiary title of Soulis, Ltd., with base at Halifax, N.S. and branches at Saint John and Moncton, N.B.

* * * * *

Kerr-Ellams Office Appliance, Ltd., Halifax, is stressing prompt deliveries by mail, telegraph and telephone on teletype rolls and ribbons and anywhere in the eastern provinces.

* * * * *

Baldwin-Beckwith, Ltd., Halifax, N.S., has been singling out for special attention the terms of payment available for new Royal portables—$10 down and $6.31 monthly.

* * * * *

Underwood, Ltd., Montreal branch, has been emphasizing rentals, late models, low rates, and prompt deliveries. Rentals are concentrated on the Underwoods.

* * * * *

Adding Machine Service Company, Montreal, Que., has been offering Royal portables at no cash down and $1.25 per week.

***"Wall Saver" Design** on this chair, produced by the Royal Metal Manufacturing Co.; is shown by the flared rear leg. This new feature is designed to provide a measurable space between the chair's back and the wall, even when the rear legs are pushed tight against the wall. The chair back is thus prevented from touching and marring the surface.*

WHEREVER YOU ARE...THE ASE LINE OF OFFICE FURNITURE

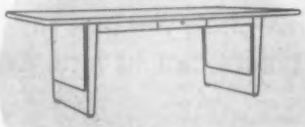
IS PROFITABLE TO SELL!

This complete, modern line of steel office furniture provides a host of advantages that will make sense to your customers. Distinctively yet practically designed, it is quality-built by All-Steel, a respected leader in the industry for 40 years. Ask us about the many exclusive features. Let us prove to you that you'll step up profits with this top quality line.

ASE

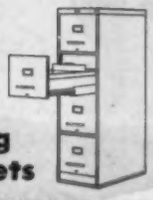
BETTER BUILT FOR BETTER BUSINESS

desks



tables

chairs



filing cabinets

blueprint files

wardrobe cabinets

write department **OA** *about franchise opportunities*

ALL-STEEL EQUIPMENT INC. Aurora, Illinois

☆ Taylor Chairs

Custom-Built
for Contract Sales

● The Taylor Chair Company, long famous as a supplier of fine executive office furniture now offers an equally fine line of contract chairs.

Thanks to "custom production", Taylor can build quality wood chairs in reasonable quantities at competitive prices, yet give each one the custom refinement that could swing a big contract your way.

New hospitals, schools, libraries, hotels and office buildings are going up everywhere.

This stepped-up building program can mean extra volume sales to the office chair dealer whose supplier offers better built, better designed wood chairs.

Let a Taylor representative show you how Taylor custom-built contract chairs can fit into your sales program.

Make a Successful Bid With a Quality Chair

THE Taylor CHAIR COMPANY, *Bedford, Ohio*

CANADIAN NEWS

Our Industry Across the Border by Special Correspondence

Seen at Stationers' Guild Club of Toronto Party . . .

During the festive season, a gay Christmas party attracted a record number of members of the Stationers Guild Club of Toronto. These photos show a few of the participants:

1. **Group president Steve Smerek; Elsie Waldron and Kay Tite.**
2. **Pat Silk, Russ Campbell and Mrs. Reford Wiancko.**
3. **Mrs. & Mr. Alex Stacey; Mrs. Rita Smerek.**
4. **Steve Smerek, club president, presenting a gift to Mrs. Lillian McGrath of the Guild head office in Toronto, in appreciation of her efforts for the club during the past year.**
5. **Mr. & Mrs. Earle Rogers, Peerless Carbon & Ribbon Co., Toronto.**
6. **Mr. & Mrs. Frank Shea, Toronto, caught by the camera during dancing portion of the party.**
5. **Mr. & Mrs. Earle Rogers, Peerless Carbon & Ribbon Co., Toronto.**

* * * * *

An optimistic yet realistic appraisal of the immediate future is warranted by current conditions (in Canada), G. H. Sheppard, president, International Business Machines Co., Ltd., Toronto, believes. He said that the Korean

SWIFT
ADDING MACHINE

$99.50 *plus tax*

SWIFT BUSINESS MACHINES CORP.
Great Barrington, Mass. Dept. OA-2

Send information about the Swift Adding Machine:

NAME _____

COMPANY _____

ADDRESS _____

_____

GUARANTEED

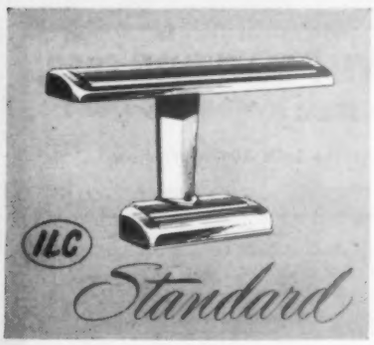
Shade swings in 180° arc. Exclusive ILC feature. Underwriters' approved.

$18.95 RETAIL Less tube

Without Clock, $13.95 Retail. Models for 2 Tubes Also available—$17.95, $22.95. Lustrous Brown or Modern Grey. Top Dealer Discounts.

THE ILC DIRECTOR is America's first decorator-styled desk lamp . . . priced right for both home and office. It brings handsome returns in both the replacement and gift markets. May we suggest an order that will prove this to your own satisfaction?

SPECIFICATIONS: Operates on 110/120 volt, 60 cycle, A. C. current; uses standard 15-watt fluorescent tube. Telechron electric clock movements. Bonderized baked enamel finishes, with pedestal plate and pen tray in bright gold finish. Base is felt covered. Instant starting switch, 6 ft. rubber cord. Height 10 inches; width 20 inches. Weight, 9 pounds, packed in individual cartons.



THE 4900
Standard model is a high quality desk lamp, Underwriters' approved. Finished in grey or brown. Uses 15-watt fluorescent tube. Weight 8 lbs., individually packed. Model 4902 for 2 tubes $14.95

$8.95 RETAIL Less tube

ORDER DIRECT FROM THE FACTORY

INDUSTRIAL LAMP CORP., ELKHART 2, INDIANA

armistice and other international developments provide a somewhat brighter background from which to view the business outlook for the current year than was the case 12 months ago.

"The year just ended was for most businesses an outstanding one and it would appear that 1954 may continue to be just as satisfactory. Sales are high and assuming the continuation of the present international climate, employment will probably remain at the same level."

He said competition in both domestic and export markets would likely be keener this year and necessitate ever greater attention to increased efficiency and cost reduction. "This will require close attention to the production machinery of the Canadian nation for in the final analyses improved methods, new and modern machines and carefully planned output make the greatest contribution to lower costs and consequent retention and expansion of markets. Canadian business may be expected to meet this challenge with characteristic energy and determination."

J. E. Reynolds, president, Remington Rand Ltd., Toronto, expressed the opinion that Canadian business organizations would have to pay more attention to the home market this year. This, in part, would offset the declining export trade on which at least a quarter of the nation's current economy is dependent.

Said Mr. Reynolds: "The home market may therefore see intensified competition but the sharp rise in total employment and in labor income should contribute to its ability to absorb more goods and services. Since it is becoming increasingly difficult to control costs, some sacrifice in profits may be necessary to maintain satisfactory volume. The office equipment industry in Canada should continue its expansion because manufacturers are offering improved equipment that justifies its purchase through reducing costs. The increasing application of electronic principles to office machines is a case in point. Our industry, too, will have to utilize improved and more intensive selling methods . . . but it will have more to offer the customer and therefore should attain increased volume."

* * * * *

Stationers' Guild of Canada, Inc., Toronto, has announced the following new member-companies: Rust Craft Ltd., Leaside, Ont.; Herring-Hall-Marvin Safe Co. of Canada, Ltd., Toronto; A. E. Burkett Office & Stationery Supply, Flin Flon, Man.; Joseph Sankey & Sons Canada, Ltd., Smiths Falls, Ont.; Hughes Owens Co. Ltd., Montreal, Que.

* * * * *

A testimonial dinner was held in Windsor, Ont. recently for **Walter Crassweller,** a former director of the Stationers' Guild of Canada, Inc. Mr. Crassweller was honored by some 70 friends and business associates on the occasion of his retirement from Dominion Office Supply Co. Ltd., and Commercial Press Co., both of Windsor. Employees presented Mr. Crassweller with a leather traveling bag. New owners and board of directors of the two companies are **J. Ivor Evans, George A. Stephenson, George W. Cady** and **Lloyd M. Thompson,** all of whom have been associated with the companies for several years.

* * * * *

Robert I. Beaton has been appointed sales and service representative for Ditto of Canada, Ltd., Toronto, in the Windsor area. He has had many years' experience in the office equipment field in that territory.

* * * * *

R. J. Allcroft has been named manager of the Kitchener, Ont. branch of Dictaphone Corp., Ltd. A native of that city, he has had extensive experience as a salesman in the specialty field.

* * * * *

New representative in Windsor, Ont. for Fine Papers

COLUMBIA
DISTINCTIVE OFFICE FURNITURE
THE LATEST IN ENGINEERING
FOR STRENGTH
SOLD
EXCLUSIVELY
THROUGH
DEALERS
COLUMBIA STEEL EQUIPMENT COMPANY
PHILADELPHIA 7, PENNSYLVANIA
Executive Office: Lincoln-Liberty Building • Phone: LOcust 7-7545
Plant No. 1—Third, Orianna, Annsbury & Wingohocking Streets
Plant No. 2—American, Bodine & Wingohocking Streets
Plant No. 3—American & Philip Streets

We said it . . .
Now everyone's saying it!

REX RECORDER

THE FINEST DICTATING MACHINE MADE TODAY!

Name . . . **C. O. GODWIN**
Company . . . DALLAS DICTATING MACHINE CO.
Address . . . 1801 Olive Street, Dallas, Texas
Number of Years in Dictating Machine Field . . . 30 YEARS
Types of Dictating Machines Sold—NEW . . . REX RECORDER
OLD . . . Dictaphones, Ediphones, Audographs, Soundscribers

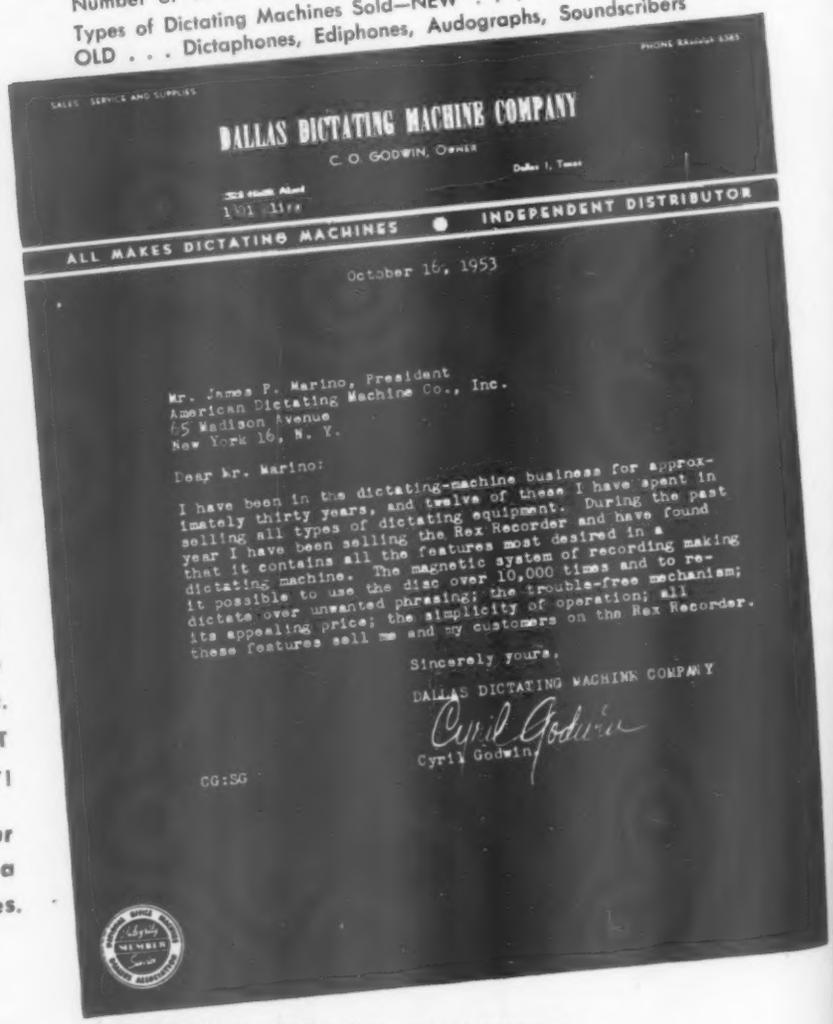
"...practically a lifetime of free use..."

"...a miracle of engineering..."

"...repair-free construction..."

"...dictate or transcribe on the same unit..."

"...magic eraser permits 10,000 uses per disc..."



SALES · SERVICE AND SUPPLIES

DALLAS DICTATING MACHINE COMPANY

C. O. GODWIN, Owner

Dallas 1, Texas

ALL MAKES DICTATING MACHINES ● INDEPENDENT DISTRIBUTOR

October 16, 1953

Mr. James P. Marino, President
American Dictating Machine Co., Inc.
65 Madison Avenue
New York 16, N. Y.

Dear Mr. Marino:

I have been in the dictating-machine business for approximately thirty years, and twelve of these I have spent in selling all types of dictating equipment. During the past year I have been selling the Rex Recorder and have found that it contains all the features most desired in a dictating machine. The magnetic system of recording making it possible to use the disc over 10,000 times and to redictate over unwanted phrasing; the trouble-free mechanism; its appealing price; the simplicity of operation; all these features sell me and my customers on the Rex Recorder.

Sincerely yours,

DALLAS DICTATING MACHINE COMPANY

Cyril Godwin

Cyril Godwin

CG:SG

Time after time, our dealers have sent us letters like the one reproduced here . . . Yes, we said it . . . now everyone's saying it. REX RECORDER IS THE FINEST DICTATING MACHINE MADE TODAY!

Write for the name of your nearest dealer . . . for a free demonstration at your offices.

EXCLUSIVE NATIONAL DISTRIBUTORS

AMERICAN DICTATING MACHINE CO., INC.

65 Madison Avenue, New York 16, New York

ESTABLISHED 1923

(London) Ltd. is **Donald K. Menzies.** Prior to his new appointment he was associated with the firm's head office in London, Ont., and has much experience in the paper trade. He succeeds **Roland G. Gibson** who resigned to enter business for himself.

* * * * *

Alex R. Paterson has returned to Systems Equipment Ltd., Winnipeg, as general sales manager. Graduate of the University of Manitoba, he has had considerable experience both in Montreal and Toronto in the design and sale of business systems.

* * * * *

L. E. Waterman Co. Ltd. of Canada, Montreal, has been sold to a group of Canadian investors headed by Savard, Hodgson & Co. Inc., it was announced by **Frank D. Waterman,** president of Waterman Pen Co. Inc., New York, who said the action follows a policy of decentralization of ownership which has been in existence for some time.

The company is Canada's largest manufacturer of writing equipment and will operate under a license arrangement for the use of Waterman patents and trademarks. Present management is expected to remain unchanged. Transfer of ownership of the Canadian company will include the 17½% interest held by it in the Waterman affiliate company in England. The firm was established in Canada in 1904 and began manufacturing operations when the original plant was built in St. Lambert, Que. in 1908. This plant's capacity was doubled in the early 1920's. The Canadian firm has exported pens throughout the Commonwealth and to many European and South American countries. **Ernest Savard,** president of the new holding group, said close co-operation with the United States associates would be continued; that Frank D. Waterman and **R. D. Howse** would remain as directors of the newly formed organization. It is expected that a full slate of officers and directors will be announced shortly.

* * * * *

Familiar visitor to commercial and industrial offices in the Hamilton, Ont. area for nearly a half-century, **Donald M. Manson,** manager of the Underwood Typewriter Co. branch office in this city, died on December 22, after a long illness. He had been with Underwood for 45 years and was not only a top-flight salesman but also a technician of considerable note. He was in his 66th year.

* * * * *

Business Specialties Ltd., Regina, Sask., recently opened new premises to meet the needs of local business and industrial expansion. The new building is modernly designed and features a large showroom, soundproofing throughout, fluorescent lighting and other innovations. In the large showroom can be seen all types of office furniture, including steel and wood desks and chairs, receptionist office furniture and a complete stock of supplies and office equipment.

The firm was started in 1947 by Regina-born **Nick Kurtz** who is president and manager, and **John Kurtz** who is secretary-treasurer. Nick Kurtz has had an extensive background of experience in the sales and merchandising fields. Both brothers are also active in community affairs. A third brother, Joseph, is a sales representative with the firm.

* * * * *

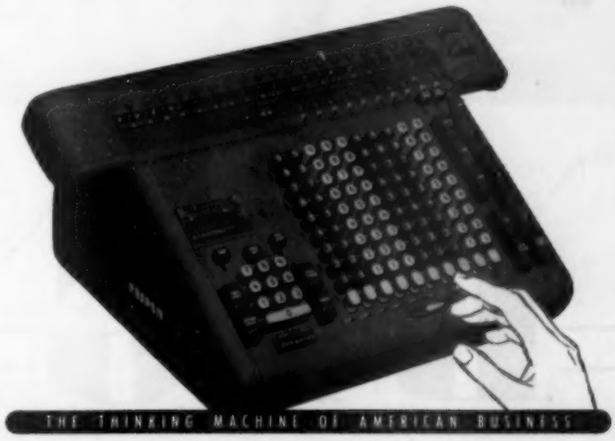
Manager of the book department, Robert Simpson Co. Ltd., Toronto, for 14 years, **Ann Orford** was recently appointed general manager, British Book Service (Canada) Ltd., Toronto.

* * * * *

W. R. Woodrow, comptroller, L. C. Smith & Corona Typewriters (Canada) Ltd., Toronto, has been appointed

Your competition is cutting costs with Friden figure-thinking

• You find Fridens everywhere in business. Because the Friden performs more steps in figure-work *without operator decisions* than any other calculating machine ever developed. Each automatic Friden decision reduces business overhead costs by saving human time. It's likely your business can't afford NOT to own a Friden. See what you think when you see the Friden figure-think. Call in your nearby Friden Man and watch a demonstration! Friden sales, instruction and service available throughout the U.S. and the world. FRIDEN CALCULATING MACHINE CO., INC., San Leandro, Calif.



LUMBER DEALERS and sawmill operators... find it profitable to *mechanize* more and more of their figure-work with the fully automatic Friden Calculator. The Friden short-cuts figuring on tally sheets, space estimates, conversion computations, invoicing — ALL lumber figure-work. *Pays back its cost quickly in time-savings!*

CHAIN FOOD STORES... take inventory a cost-cutting, more accurate way on the fully automatic Friden Calculator. Quantities and prices are entered directly into the machine, eliminating writing, main office tabulating, extending and checking of inventory sheets. *The Friden is highly adaptable to specialized figuring needs!*

INSURANCE AGENCIES... use the fully automatic Friden Calculator to insure accuracy and save time (often 50%!) in figuring commissions, premiums, prorata and short rate cancellations, endorsements, ALL insurance figure-work. *The Friden works so automatically no special operator training is needed!*

© *Friden Calculating Machine Co., Inc.*

Indiana Chairs

BIG

Results for Retailers

● **Volume sales result in profits for you . . . and in comfort and satisfaction for your customers who buy and use Indiana fine wood office chairs. We tell your prospects all about these quality-made chairs in our national advertising program . . . let us tell YOU how you can cash in on this ready-made market—starting TODAY!**

Indiana Chair Co. INC.
JASPER, INDIANA
MEMBER OF WOOD OFFICE FURNITURE INSTITUTE

vice-president of the Canadian company. The appointment coincides with the firm's recent move to their new plant in the heart of suburban Toronto's Scarboro industrial development. Manufacturing operations and executive offices are housed in the new building, while Toronto sales and service facilities remain at their downtown location.

Born in Canada, Mr. Woodrow has been with Smith-Corona since 1936 and is credited with contributing greatly to the company's growth in the Canadian typewriter industry. President of the firm in Canada is **A. O. Dawson** who views the company's current expansion as an important milestone in the office appliance industry in Canada.

* * * * *

Two executives of Somerville Ltd., London, Ont., have been appointed vice-presidents, and three to the board of directors, it is announced by **R. A. Irwin,** president and general manager. **Alan G. Shillington** becomes vice-president in charge of production, and a director; **F. Clifford Lennox,** a director and vice-president in charge of sales; also appointed a director, **F. Pierce Reid,** managing director of Consolidated Lithograph Mfg. a division of the Somerville firm, which produces packaging of all types, paper bags and wraps, and other specialties.

* * * * *

The appointment of **George B. Chisholm** as sales manager, with headquarters in Toronto, has been announced by **Louis M. Brown,** president, Eberhard Faber Pencil Co. Canada, Ltd. Mr. Chisholm was formerly with Dennison Mfg. Co. Canada, Ltd., Toronto, and has had some 18 years' experience in the stationery industry in Canada. He also served six years active service with the Royal Canadian Navy.

* * * * *

Pitney-Bowes of Canada, Ltd., Toronto, has appointed **Hugh A. Boutilier** as service manager for the Maritime Provinces, **K. C. Dalglish,** vice-president and managing director, has announced. Mr. Boutilier succeeds **James Meloche** who has been transferred to the Hamilton, Ont. office of the company. He was born at Boutilier's Point, Halifax County, N. S. During World War II he served overseas as an army wireless operator and joined Pitney-Bowes as a serviceman in the Halifax branch in 1947. He is married with one son.

* * * * *

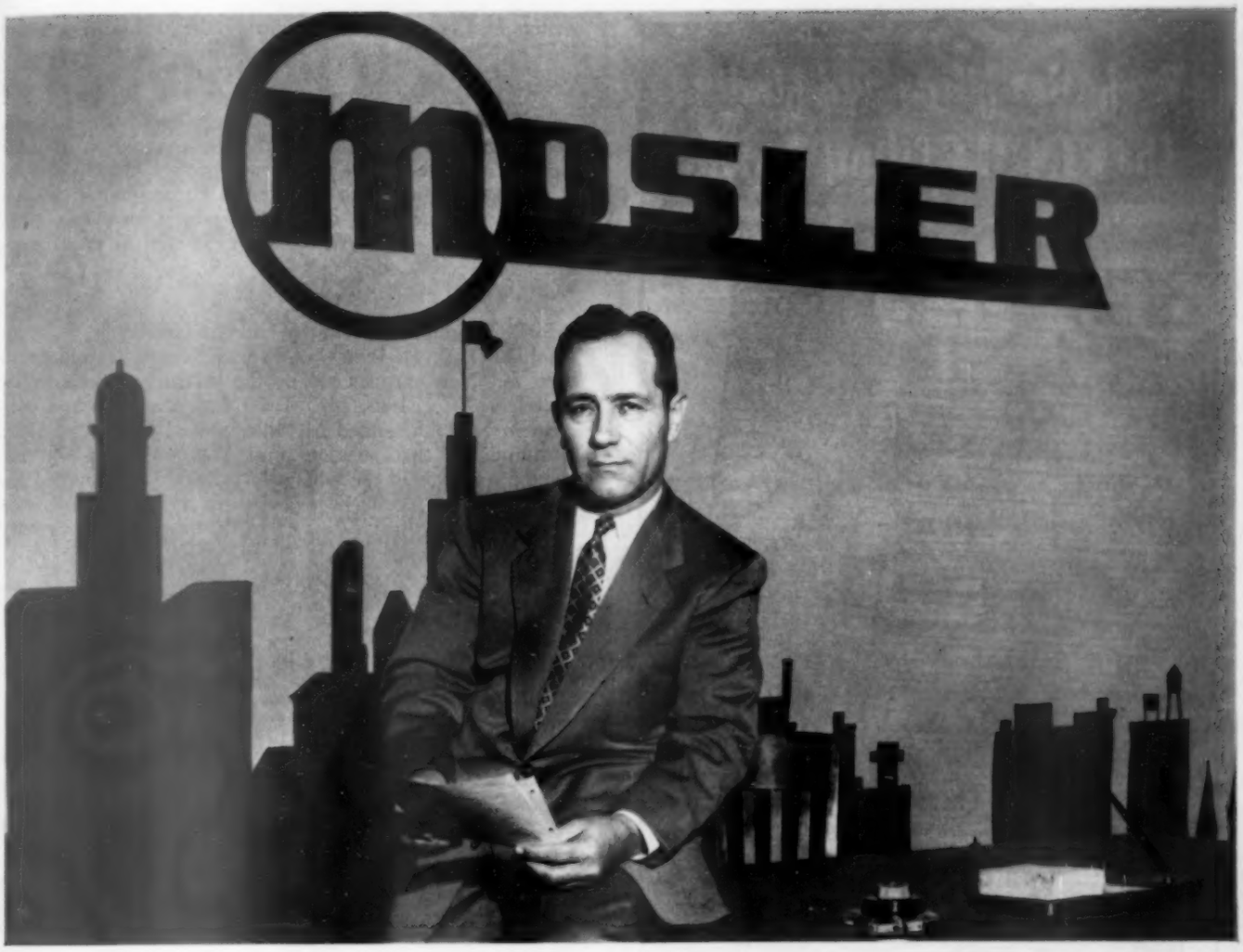
Strictly Progressive: Acme Paper Products, Inc., Montreal, is building a $40,000 extension to its warehouse in that city. . . . In Windsor, Ont., A. Whitley Ltd. is selling out all commercial stationery lines in order to enlarge its office appliance department. . . . Quickmark Transfers Ltd., Brantford, Ont., is reported planning erection of a modern plant in the neighboring town of Paris. . . . International Business Machines Co. Ltd. has opened modern new local headquarters in Hamilton, Ont., where complete service facilities have been arranged. . . . In Calgary, Smith Davidsoon & Lecky Ltd. now have a new plant for its wholesale paper and stationery business in the new industrial division of Manchester.

* * * * *

S. J. R. Saunders & Co. Ltd., Toronto, is now representing M. Myers & Son Ltd., Birmingham, Eng., throughout Canada with the exception of Quebec Province, it was announced by Myers last month. The British firm has been trading with Canadian stationery wholesalers for nearly 70 years. Quebec coverage for the company continues to be handled by P. M. Haldimand & Son, Montreal. Details of the lines offered by Myers, which includes a new range of mathematical sets and school compasses, will be furnished wholesale dealers by both representatives.

* * * * *

The Canadian government purchased a total of 5,116 type-



"I wish all our selling jobs were this easy!"

says MR. SAM A. MICELI, Main Office Co., outstanding New Orleans, Louisiana, dealer.

"Know what happens when we take a prospect over in front of a *Mosler* Safe, or Money Chest? Well, nine times out of ten *he* starts telling *us* how good Mosler protective equipment is, and how much he's heard about it. At times like that you really see the dollars-and-cents value in a reputation for world-wide leadership, like Mosler's. A reputation that's kept alive with national advertising, frequent promotions and a really alert sales organization. All those things add up to easier sales and profits. We've proved it to ourselves time and again."

1. YOUR PROFITS COME FASTER and easier when you do business with Mosler. For Mosler is the largest-selling line in the world. That kind of leadership really helps a dealer move merchandise.

2. MOSLER MAKES CUSTOMERS *for* you! Mosler is the only safe manufacturer with a regular program of powerful, well-aimed advertising. That means prospects with lowered sales-resistance . . . the kind of prospects that mean more sales.

3. MOSLER HELPS TRAIN your salesmen in every phase of the selling job. Regular training schools are held at the factory and in the field. Just part of Mosler's thorough-going effort to aid dealers in every possible way.

4. MOSLER BACKS YOU UP with proved promotional material . . . mailing literature . . . ad mats and window displays . . . to help you sell effectively. And Mosler men call regularly, too, to help you with your sales problems.

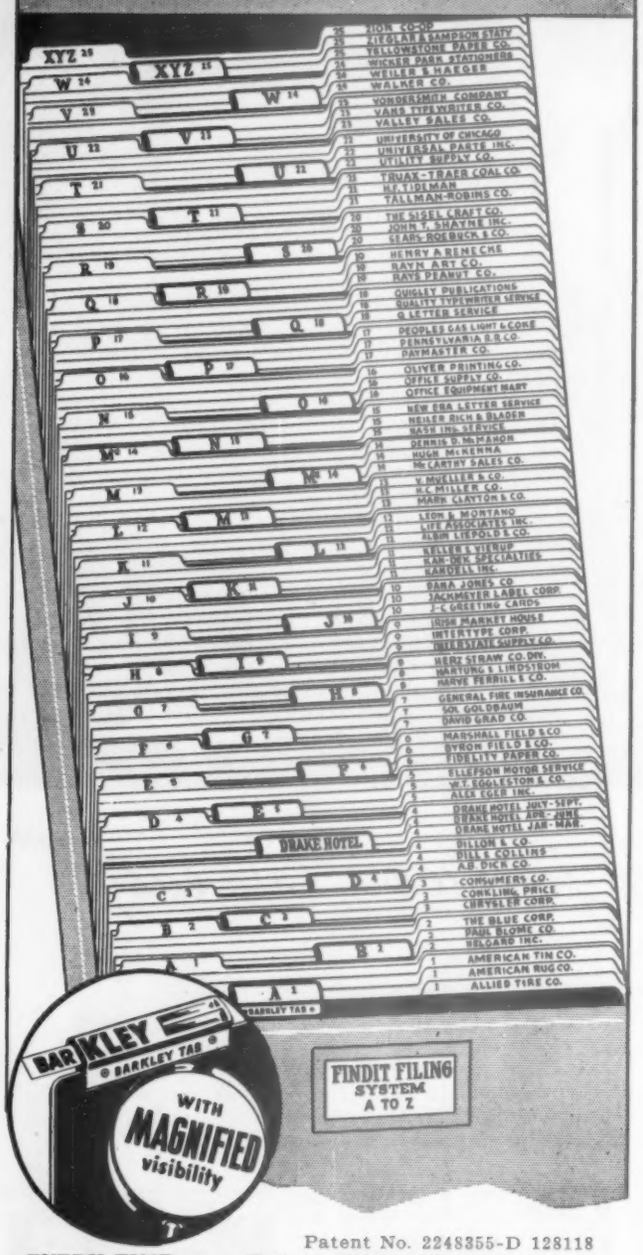
IF IT'S MOSLER . . . IT'S SAFE

Want more facts? Write or wire The Mosler Safe Company, Dep't OA-2, Hamilton, Ohio. Do it now, while you're thinking of it.

The Mosler Safe Company Since 1848

World's largest builders of safes and bank vaults . . . Mosler built the U.S. Gold Storage Vaults at Fort Knox and the famous bank vaults that withstood the Atomic Bomb at Hiroshima

For faster filing and finding
The FINDIT filing system



Patent No. 2248355-D 128118

EVERY TIME you sell the FINDIT Filing System, you do more than make a sale. You make a *real contribution* to the filing efficiency of another business office. The FINDIT Filing System provides packaged filing efficiency —ready to make "filing and finding" effortless. The crystal clear plastic tab angled for greater visibility is an outstanding feature. *Send for illustrated literature.*

Established 1921

FILING DURABILITY SUPPLIES

C. L. BARKLEY & CO.

Manufacturers of Filing Supplies

1220 W. Van Buren St. Chicago 7, Ill.

writers at a cost of $935,041 during the period of January 1952 to November 1953, it was revealed in Ottawa recently.

* * * * *

Irving C. Hall, president, Globe Envelopes Ltd., Toronto, has announced that his firm is now located in its new quarters in this city. The new location offers 70,000 sq. ft. of floor space and has been designed to streamline production and shipping facilities. The firm produces envelopes from postage stamp size to large mailers, as well as paper cups and other specialties.

* * * * *

E. P. Mason, vice-president and sales manager, J. & A. McMillan Ltd., St. John, N. B., was recently elected president for New Brunswick in the Maritime Commercial Travelers' Association. Mr. Mason who was born and educated in St. John, joined McMillan's as a traveler in 1929, continuing in that position until 1943 when he was appointed manager of the wholesale division. He attained his present position with the company in 1952. He has been a member of the travelers' association for a quarter century and has served as a director of that group.

Export Statistics

of U.S. office machines, equipment and supplies

	Quantity Net	(Dollars) Value
Machines Accounting Nondescriptive except Punched card New	439	524261
Machines Accounting Descriptive except Punched card New	692	1154741
Machines Listing—Adding except Punched card New	2934	536272
Machines Calculating Non-Listing except Punched card New	1668	583807
Machines Accounting Etc. except Punched card New, Nes.	103	23129
Machines Card Punching and auxiliary New	139	430624
Machines Accounting Etc. Used and Rebuilt	732	129083
Parts for Accounting Etc. Machines		1330868
Addressing Machines	133	48552
Accessories & Parts for Addressing Machines		36916
Machines Duplicating Ex Lithographic Offset	585	80063
Machines Duplicating Lithographic Offset	20	43235
Parts for Duplicating Machines		85257
Cash Registers New	960	289329
Cash Registers Used Rebuilt	196	26554
Parts for Cash Registers		326524
Typewriters Standard New Except Electric	6781	821401
Typewriters Standard Electric except Automatic New	380	103514
Typewriters Portable New	5606	338770
Typewriters Used Rebuilt except Automatic	1535	80107
Typewriters Nes.	94	74427
Parts & Accessories for Typewriters		335909
Staplers for Office	20919	52471
Dictating Machines	317	72745
Mail Handling Machines & Parts		83339
Check Handling Machines & Parts		48478
Office Machines & Parts Nes.		260358
Mechanical Pencils All Materials (Doz.)	26171	101343
Mechanical Pencil Parts		17993
Pencils Ex Mechanical Black Lead (Gr.)	35418	114528
Pencils Ex Mechanical Nes. (Gr.)	11568	59575
Pencil Leads		48688
Crayons		38019
Fountain Pens Ball Type (Doz.)	78211	231116
Fountain Pens Ex Ball Type (Doz.)	47919	614765
Ball Pen Refill Ink Cartridges (Doz.)	19395	43221
Fountain Pen & Ball Pen Points Nes.		115889
Fountain Pen Points (Gr.)	11773	90278
Carbon Steel Pen Points (Gr.)	4005	5914
Desk Pen Sets	5010	22309
Ink Writing		143224
Ink Nes.		184913
Carbon Paper (Lb.)	117948	107078
Ribbons Cloth Inked Office Machines		44214
Office Supplies Nes.		257145

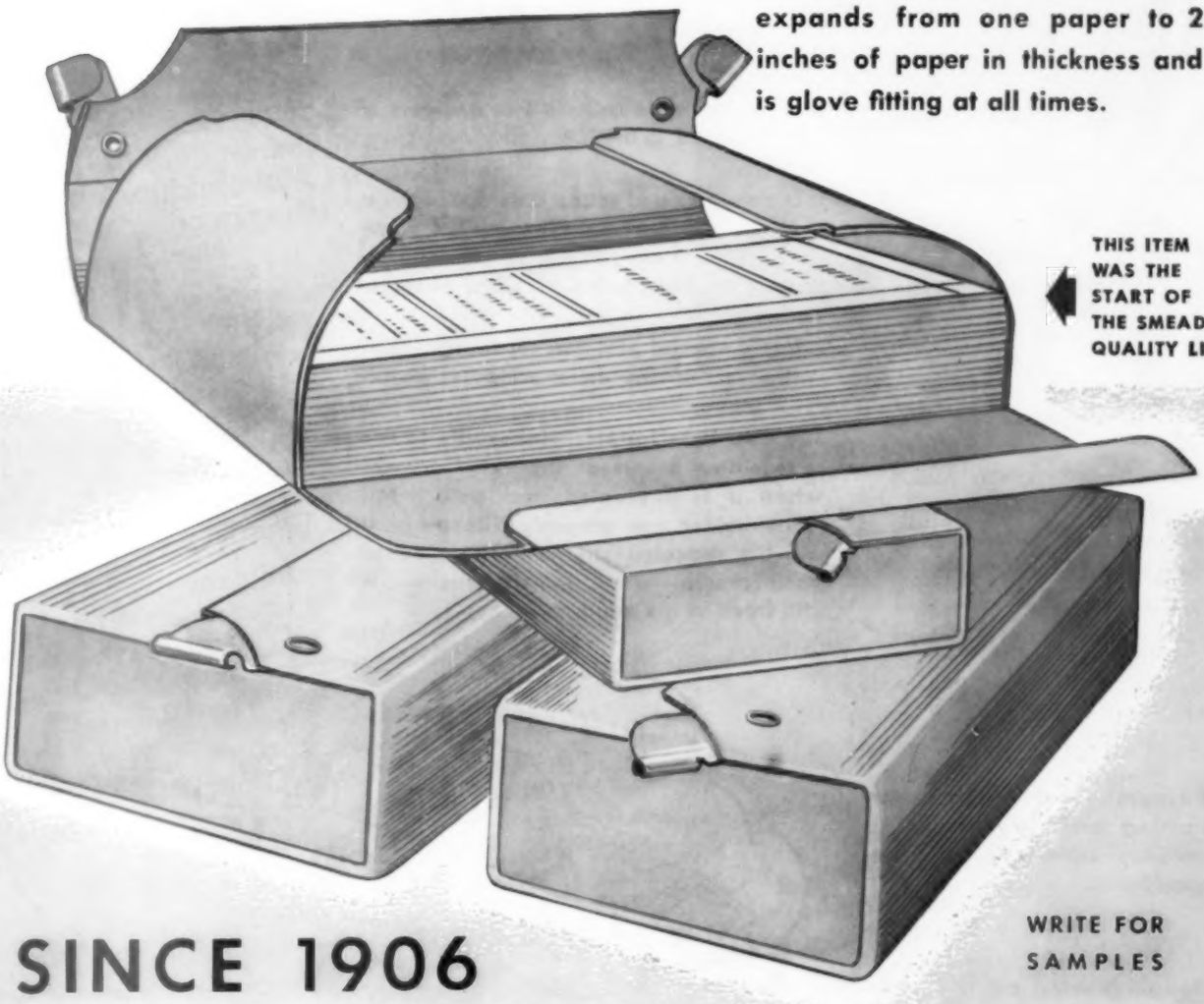
(Nes.—Not elsewhere specified)

Figures for September, 1953, Released in December, 1953, by the U. S. Department of Commerce

(A breakdown by countries is available from the Foreign Trade Division of the Bureau of the Census, United States Department of Commerce, Washington 25, D. C.)

SMEAD'S *Bandless* FILING ENVELOPE

The only filing envelope that expands from one paper to 2 inches of paper in thickness and is glove fitting at all times.



THIS ITEM WAS THE START OF THE SMEAD QUALITY LINE

SINCE 1906

WRITE FOR SAMPLES

Locking clips are made of thin, specially tempered, spring brass — nickel plated and shaped to give the greatest holding power. Will not rust or corrode in humid climates — no tapes to snarl — no elastic to deteriorate — no cords to tie. The clip slips in — out of the way — and locks the envelope until purposely released.

Available in manilla, red, blue, green, goldenrod and red rope colors. The filled and locked envelope presents a perfectly smooth surface front and back. There is nothing to catch on other envelopes in the files. It saves space — snugs to its contents at all times.

NO STRINGS TO SNARL AND BREAK.

NO RUBBERS TO DRY AND ROT.

NO TAPES TO TIE AND WEAR.

NO ANNOYANCE — GLOVE FITTING AT ALL TIMES.

THE *Smead* MANUFACTURING CO., INC.-HASTINGS, MINNESOTA

NO. 10-16-52
PRINTED IN U. S. A.

PRODUCT APPLICATION

SMEAD'S Household FILE

Smead's new Household File answers a specific need in both the city and farm home.

It is compact and takes little space on a shelf or in a drawer. The printed partitions make it easy to divide correspondence, canceled checks, receipts, and disbursements.

It has a special partition for filing depreciation schedules on machinery, buildings, etc.

The best time for Mrs. Housewife to file a receipted bill is at the very moment when it is presented and paid. Mr. Householder can properly allocate and file his canceled checks at the end of each month—when the transaction is still fresh in his mind.

Remember—Figures mean nothing until proven by an invoice, statement or correspondence.

People making out their own income tax or those who employ an income tax auditor, find the job is done much easier, and hours of wonder and worry are eliminated — by using a Smead Household File.

PRICE	EACH	DOZEN
No. FH—117A	$2.75	$30.00

It has been **"HOME TESTED"**

"EVERY FAMILY A PROSPECT"

THE Smead MANUFACTURING CO., INC., HASTINGS, MINN.

Klean Write

Established 1906

"We lead, others follow"

—LET'S LOOK AT THE RECORD

In 1906 the Frankel Manufacturing Co. was established. All these years of manufacturing experience are in back of our products.

In 1914 we were among the first to pioneer Pure Silk typewriter ribbons. Our Pure Silk ribbons are still the sharpest writing ribbons produced.

In 1923 we pioneered PROTEIN Stencils in this country. These were the finest stencils available until the cellulose patents expired in 1942.

In 1928 we pioneered the printing of the scale on top of the stencil instead of on the back. This radical improvement has since been adopted by most of our competitors.

In 1930 we pioneered the Crystal (FILM) Stencil. We were the first to introduce them commercially throughout the country; and we sold them nationally as early as 1930. This improvement revolutionized the entire stencil industry.

Klean Write Stencils are available in green, blue, yellow, white, and orange ...in all sizes and types and for all machines, either foreign or American.

AND NOW—

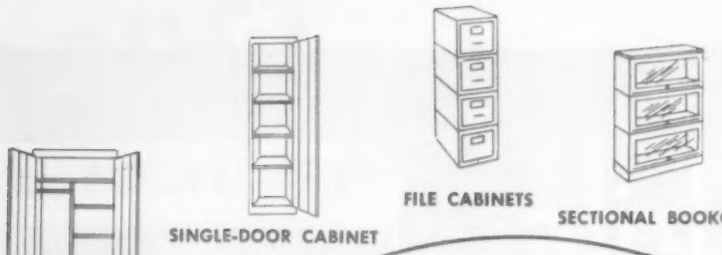
our new Atomic Green Stencil...made with entirely different ingredients and radically different coating processes than any other stencil. Here is a stencil that lifts itself out of the class of the ordinary feathery mimeograph work. This stencil produces crisp sharp impressions that are actually comparable to offset printing!

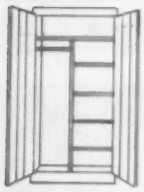
● ***A FEW EXCLUSIVE FRANCHISED DEALERSHIPS STILL AVAILABLE... write***

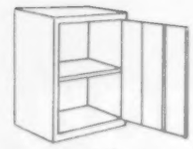
FRANKEL MANUFACTURING COMPANY

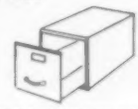
285 RIO GRANDE BLVD. • DENVER, COLORADO

"The line that is imitated but not duplicated"

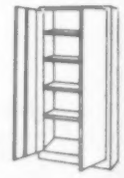


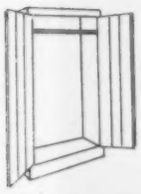


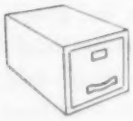




'TIL THE END OF TIME...

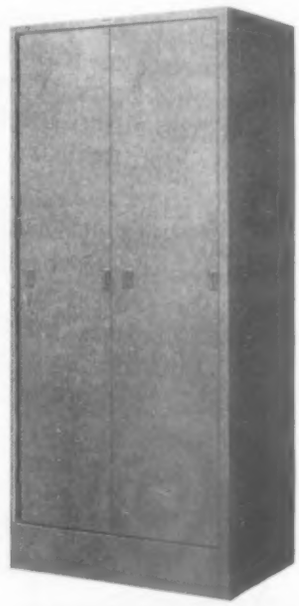






PARKER SLIDING DOOR CABINET

72" x 36" x 18" and 42" x 36" x 18"



A BIG, ROOMY SLIDING DOOR CABINET

and for a song, too!

She'll hit a High Note of Praise for these Features:

1. Fits in a "Cleft" only 36" wide
2. 27 Cu. Ft. of "Opera House" space
3. 4 adjustable shelves "Soprano High" or "Profundo Low"
4. 2 "Keys" for locking assures privacy
5. Baked enamel finish in Green, Gray or Grained Walnut and Mahogany

A FULL SYMPHONY OF SATISFACTION

PARKER **Parker** STEEL PRODUCTS *Incorporated*

Write for Dealer Info and FREE Catalog

56 COLUMBIA STREET • BROOKLYN 1, NEW YORK

Passed Away

James A. Wallace,

62-year-old vice-president and general manager of the Jasper Office Furniture Company, Jasper, Ind., died in St. Joseph Infirmary in Louisville on December 16, 1953.

Mr. Wallace had been in poor health since he suffered a heart attack in Maryland in July of 1951. Five weeks before his death he entered the St. Joseph Infirmary.

Jim Wallace was born in Terre Haute, Ind., on November 27, 1891, the son of Charles and Virginia Rhea Wallace.

He attended Wiley High School, then was employed for several years as a brick layer at Terre Haute. He attended Rose Polytechnical Institute at Terre Haute until called for Army Service. After his discharge from the Army, which included service in England and France with

The Late
James A. Wallace

the Air Corps, he worked for a time in Florida and later surveyed for coal mine tipples in Bicknell and in Pike County, Ind.

For several years thereafter he was employed by the Foulkes Contracting Company of Terre Haute, before being appointed superintendent of the electric and water utilities at Jasper. After holding this position for four years, he accepted the position of manager of the Jasper Office Furniture Company in 1935.

As president of the Jasper Manufacturers Association, Mr. Wallace bore the brunt of management's side in the six-months-long strike against three Jasper manufacturing plants, including Jasper Office Furniture, several years ago, and this strain affected a heart condition which he had been afflicted with as a youth.

One of the founders of the Wood Office Furniture Institute, Mr. Wallace became its first president and served in that office for three and a half years.

Surviving are his widow, the former Lucille Maas of Huntingburg; two sons, James A., Jr., and Karl of Indianapolis by a former marriage to Gertrude Schram who passed away in 1939; a daughter, Ann Virginia, who was seven on December 23, 1953; and two grandsons.

✣ ✣ ✣ ✣ ✣

Irene Hess,

53, for many years associated with her husband, Harvey L. Hess, who survives, in the operation of the Hess Duplicator Company, Indianapolis, Ind., died December 1 in the Methodist Hospital in her home city. The firm was founded by her husband.

Mrs. Hess had been in ill health for many years.

The two sons of the couple, Harvey H. and Donald R. Hess, who also survive, are associated with their father in the firm.

Mrs. Hess was well known as a singer, having frequently appeared for meetings and on radio. At the time of her death she was studying the electric organ.—AK

✣ ✣ ✣ ✣ ✣

John B. Courtenay,

chairman of the board of Carithers-Wallace-Courtenay, Inc., office outfitters of Atlanta, Ga., died unexpectedly Saturday

the Fulton Line
Everyone's talking about!

DRI-KWIK STAMP PADS AND DRI-KWIK INKS . . . THE PROFIT-MAKING COMBINATION THAT MEANS CUSTOMER SATISFACTION TOO! JOIN LIST OF DEALERS HANDLING THIS LINE . . . TODAY!

DRI-KWIK STAMP PADS . . .

Packaged in a striking box with unusual eye-appeal, the pad itself is carefully constructed of specially woven material on an insulated block. Quality-controlled production standards make this the most exceptional rubber stamp pad available.

DRI-KWIK INKS . . .

Prepared with an exclusive formula, the ink is odorless and dries instantly when used! A perfect product where non-smearing is essential. Available in red, black, violet, blue and green colors. Order your supply now!

Send for our Catalog No. 52 . . .

FULTON MARKING EQUIPMENT COMPANY
82 Fulton Street • Elizabeth 1 • New Jersey

Rest-All

A CHAIR FOR EVERY NEED

A SALE FOR EVERY LEAD

THE COMPLETE Rest-All Aluminum Chair line—executive and secretarial posture swivels, side chairs and institutional chairs—gives you a superb model for every conceivable requirement of business and industry in your area. With Rest-All quality of design, construction and finishing, every bona fide lead you press is as close to a completed sale as modern seating engineering can help you carry it. You'll like Rest-All chairs AND the totally specialized treatment from the manufacturer. Write for details.

REST-ALL
MODEL 950
STRAIGHT CHAIR

REST-ALL
MODEL 850
STRAIGHT CHAIR

OHIO CHAIR CO Inc.

28 W. MADISON AVE., YOUNGSTOWN, OHIO

morning, December 26, of a heart attack at his home, 4799 Lawrenceville Rd., Decatur, Ga.

Mr. Courtenay was one of the founders of his firm, located at 17 Houston St., N.E., and established in 1929. Born in Cleveland, Ga., he came to Atlanta in 1908.

He went into the office equipment business in 1911. A member of the NSOEA, Mr. Courtenay was known as a leader in his field.

Surviving are his widow; two daughters, Mrs. James L. Starnes of Atlanta, and Mrs. Ralph M. Walker, Jr., of Fort Worth, Tex.; two sisters, Mrs. Charles Kenimer and Mrs. George S. Oakes of Atlanta; a brother, W. Hal Courtenay of Lake Arrowhead, Calif., and four grandchildren.

✣ ✣ ✣ ✣ ✣

George Meinhelder,

purchasing agent for the past 35 years at the Tower-Crossman and Atlas Stationery Corporation, New York City, died December 11.

In tribute, an industry associate, Art Lawless, wrote:

"He was always the same whether the sun was shining or the rain and snow falling. He was a friend to all who knew him and never a foe to any.

"He has passed on with the fondest memories of all that knew him to an eternal rest and happiness which he so richly deserved."

✣ ✣ ✣ ✣ ✣

Donald M. Manson,

manager of the Underwood Typewriter Company's office in Hamilton, Ontario, Canada, died December 22 after a long illness. He was 65.

Mr. Manson had been with the Underwood Company for 45 years. His widow and a son survive.—GET

✣ ✣ ✣ ✣ ✣

Charles K. Morris,

sales representative for the Eaton Paper Corporation since 1939, died suddenly at his home in Upper Darby, Pa., on December 24.

Mr. Morris represented Eaton in the states of Delaware, Maryland, New Jersey and Pennsylvania at the time of his death—and will be greatly missed by the many friends he made there during the course of the years, as well as by his associates in Pittsfield. The Eaton Paper Corporation has not yet named a successor to Mr. Morris.

✣ ✣ ✣ ✣ ✣

Charles Miller,

with the Franklin Printing & Engraving Company, Toledo, Ohio, the past 40 years as a buyer, died on December 21 and the funeral was held on December 23.

Mr. Miller was well known among the salesmen on the road. He was a Mason and a member of the Broadway Methodist Church.

✣ ✣ ✣ ✣ ✣

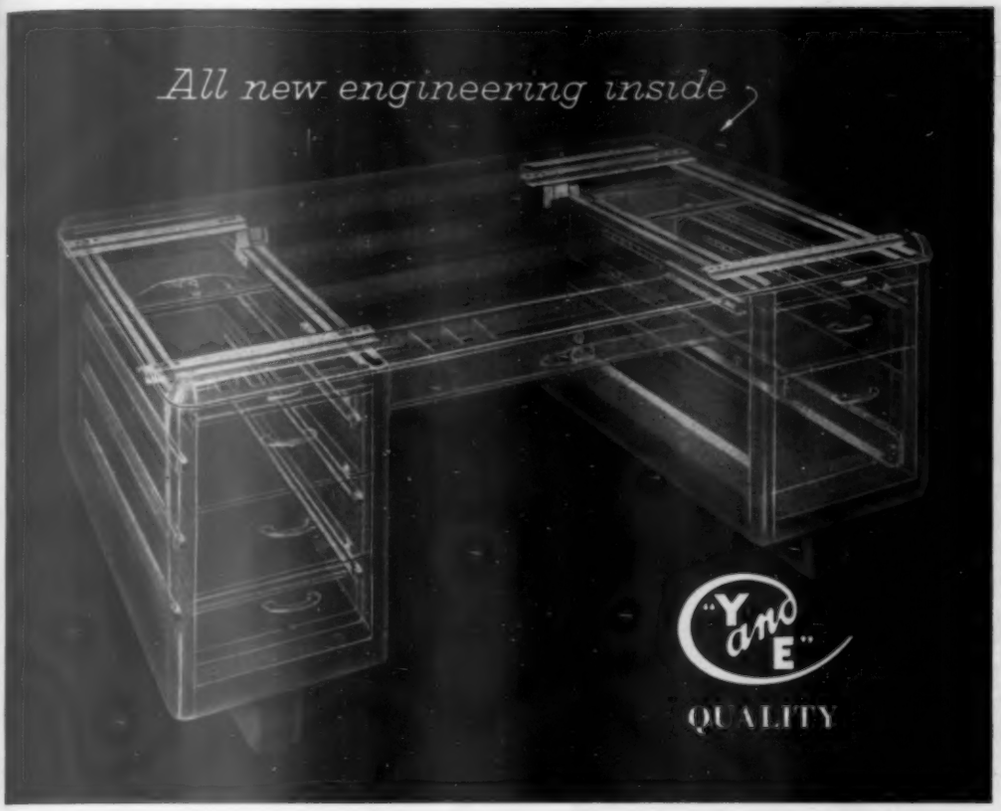
John H. Duffie,

47, well-known in the stationery trade as a special stationery representative of the Everett Pulp & Paper Company, Everett, Wash., died recently in San Francisco, Calif. He is survived by his widow, Edna, who resides in the family home in Menlo Park, Calif.—CML

✣ ✣ ✣ ✣ ✣

Clara S. Freeman,

of 63 Stowe Ave., Baldwin, L. I., wife of Roland J. Freeman, New York representative of Jasper Chair Company, Jasper, Ind., died on Sunday, January 3. Surviving besides the husband are daughter, Dorothy C. Kircher; son, John R. Freeman; mother, Fanny Park Pallardy; sister, Mabelle Cross; brother, Elmer R. Smith; and three grandchildren.

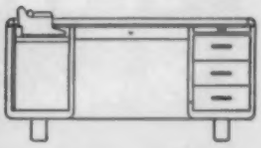


Here's an X-ray look into the **easiest** operating desk you can buy

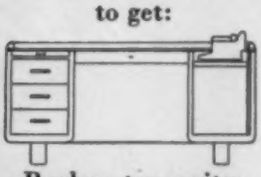
This new "Y and E" desk keeps its handsome, accepted style—but 20 engineering changes make it the most adaptable, easy-to-use desk you can buy.

New Flexibility

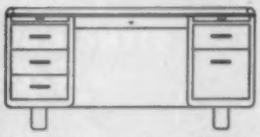
Same desk adapts for different uses



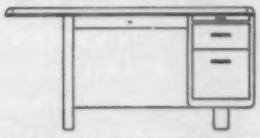
Reverse pedestal to get:



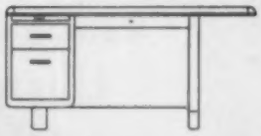
Replace typewriter pedestal with drawer pedestal to get:



Replace pedestal with end panel to get:

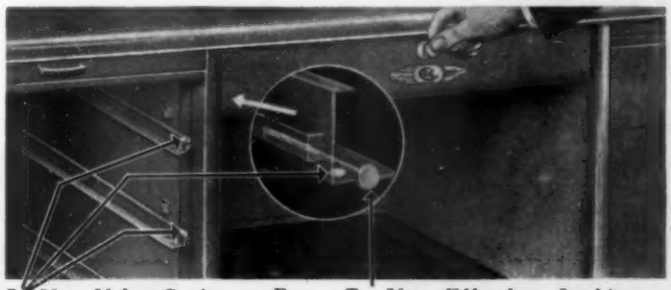


Reverse pedestal and end panel to get:



You can meet many changing needs through rearrangement of original parts. By stocking a few spare parts you can quickly and easily change this new desk to almost any model.

New ease of operation



1. *New Nylon Stationary Bearings* **glide drawers quietly in and out with effortless ease.**

2. *New Effortless Locking*—**new spring and locking mechanism give easy and positive locking and unlocking.**

3. *New Sliding Reference Shelf* **is reversible, can be used as utility drawer. Glass insert or pin tray is available.**

4. *New Drawer Stop,* **spring controlled, positive action—drawer removal simplified.**

5. *New Roomier Utility Tray* **for more convenient storage. All compartments full height of drawer—no spillage.**

6. ***Choose either Recessed or Flush Back*** **on original equipment. Can be easily changed from one to the other at any time.**

For complete information on these new desks, please write for free brochure No. 3808.

YAWMAN AND ERBE MFG. CO.

1015 JAY STREET, ROCHESTER 3, N. Y., U. S. A.

The Franchise that means quality merchandise.

SPEED-O-PRINT

World's Finest Duplicators

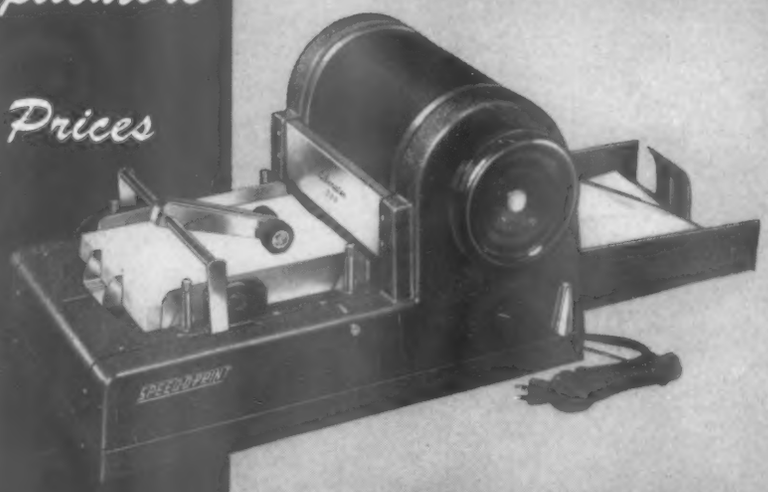
AT THE

World's Lowest Prices

BEAUTY

DEPENDABILITY

PERFORMANCE



Liberator 300

Electric

STENCIL DUPLICATOR

$349.50

(PLUS EXCISE TAX)

Truly the finest in Duplicating equipment. A machine for hairline registration—with heavy-duty standards. Inspect its operation and you'll find it is truly the World's Finest Duplicator. Available in futuramic grey or black wrinkle finish with open cylinder automatic dual brush inking.

SAVES TIME — SAVES MONEY

Reproduces forms, letters, bulletins, memos, post cards, manuals. In fact, anything that may be typed, drawn, traced or photographed on a stencil. A duplicator that has been time tested to produce millions of copies free of service.

POST CARD TO LEGAL SIZE

NEW 1954 MODEL

Liberator 200

Manual

AUTOMATIC FEED

$179.50

(PLUS EXCISE TAX)

New and greater engineering developments to an already famous model. The quietness and ease of operation gives this hairline registration duplicator a newer high in standards to be found only in the Liberator 200.

NEW 1954 MODEL

Liberator 100

Manual

AUTOMATIC FEED

$139.50

(PLUS EXCISE TAX)

SPEED-O-PRINT

Corporation

1801 W. LARCHMONT AVENUE—CHICAGO 13

AMERICAN PENCIL COMPANY, 500 WILLOW AVE., HOBOKEN, N. J.—Getting pencils off the shelf and on the floor for impulse sales is the purpose of this floor merchandiser designed by the firm. The floor unit displays 12 Velvet pencils at a time in

an acetate covered package for 59c. The merchandiser deal includes 10 gross of pencils and is printed in four colors, red, yellow, blue and black. The back board is printed in three colors. Easily assembled, it can be placed in any high-traffic area for a self-contained pencil department.

AMERICAN PHOTOCOPY EQUIPMENT COMPANY, 1920 W. PETERSON, CHICAGO 26, ILL.—Just compiled from this firm is a complete photocopy information kit, which has been prepared to give the busy executive information to solve copying problems in

his business. Separate folders are as follows: how to use photocopying to prepare tax returns, how to photocopy in any color and how to photocopy on preprinted business forms. In addition, the kit also has a new book on auto-stat copying that describes and illustrates popular methods. The booklet is free from the firm at the above address.

CODO MANUFACTURING CORPORATION, CORAOPOLIS,—Just published by this firm is an illustrated and highly informative guide book containing 32 pages and covering the firm's entire line of carbon papers, carbon rolls, inked ribbons and duplicating supplies. It also contains information on the various hectograph processes, both spirit and gelatin, different types of master units

Here's the BETTER Protection All Motels Need — and YOU Can Provide : . . .

Better Protection Needed

It was around 6 o'clock and darkness had already set in when two men drove up in a car. Before registering they insisted on inspecting rooms as far away from the highway as possible, which, naturally, meant the farthest from the office. After the manager took them out to inspect these rooms, a third man drove up. With the office unoccupied he immediately jimmied the fragile cash drawer and departed. This set up of three crooks could easily happen to you.

THE clipping reproduced here is from a recent issue of American Motel Magazine. A new series of Herring-Hall-Marvin advertisements in this magazine and in Tourist Court Journal will tell motel keepers everywhere about a fine new piece of protective equipment, specially designed for their needs.

HERRING•HALL•MARVIN MOTEL SAFE

Standing just 41 inches high, this combination cash drawer and safe goes under a counter. Only minimum sums of money are exposed in the cash drawer. Money placed in the right rear compartment of the drawer is dropped automatically into a tray in the safe each time the drawer is closed. There is, of course, ample space in the fire-resistive safe for books, valuable papers, reserve supplies of currency and coin.

There's a big market for this combination unit not only in motels, but in restaurants, barbecues, filling stations and in many other places which work long hours. For detailed information and price list, write us today.

ALL OVER THE WORLD
HERRING HALL MARVIN SAFE CO.
HAMILTON OHIO U.S.A.
IT'S A SAFE NAME

Herring-Hall-Marvin Safe Co.
HAMILTON, OHIO
BUILDERS OF THE U. S. SILVER STORAGE VAULTS AT WEST POINT

216 EXHIBITS

at the

8th Annual Convention-Exhibit

NATIONAL OFFICE FURNITURE ASSOCIATION

Hotel Sherman - Chicago - May 8-9-10-11

Every Office Furniture dealer will want to see this record breaking concentration of leading office furniture and equipment lines at the Hotel Sherman in Chicago, May 8-11.

With the convention program exclusively devoted to the problems facing the office furniture industry, you will find the meetings and panel discussions informative and interesting. The convenience and time saving in seeing the exhibits in this "open flow show" will be appreciated by all attending.

Member registrations,
complete with two luncheons and banquet, $20.00.

Non Members registrations,
complete with two luncheons and banquet, $25.00.

John R. Gray, Executive Director

NATIONAL OFFICE FURNITURE ASSOCIATION

327 South LaSalle Street **Chicago 4, Illinois**

and their uses, tables of both typewriter and adding machine ribbon sizes and usable substitutes and pointers on how to select the

proper finish carbons. Dealers sending letterhead requests for copies will receive a catalog promptly.

AVERY ADHESIVE LABEL CORPORATION, MONROVIA, CALIF.—Designed to build sales of Kum-Kleen labels is this new counter display. Each packet in the display, which holds ten dozen packets of ten different types of labels, contains only one type of label,

packaged in an acetate cover. The ten different packets consist of air mail, special delivery, round coding or signal dots in red, yellow, or green and five sizes of plain white, rectangular and round design. The counter merchandiser is available free to all dealers ordering the complete assortment of ten dozen packs of the V-line labels.

COLUMBIA RIBBON & CARBON MANUFACTURING COMPANY, INC., GLEN COVE, N. Y.—Now available to Columbia retailers is a new dealer brochure, "Sell More in '54." Devoted to

the advertising, promotion and merchandising aids offered by the firm as tie-ins to an extensive national advertising campaign, it also provides a postage free business reply card to simplify ordering material. Requests for the booklet should be sent to the advertising department at the above address.

THE GLOBE-WERNICKE CO., CINCINNATI 12, OHIO—A new, all-over fire engine red package for filing supplies and office acces-

Traditional Private Office Chairs By Gunlocke 2299

Quality . . . Character . . . Prestige . . . PROFITS

These three words . . . Quality, Character and Prestige . . . are perfectly dramatized in Gunlocke Traditional private office chairs. These three words can mean greater profits for you . . .

● *Because Quality is the keynote of every top executive's private office.* He expects the impressive quality the Gunlocke Traditionals provide: Relaxing comfort . . . top grain leather . . . the world's finest cabinet woods. Here is life-long service!

● *Because top executives expect a chair with Character.* Here is Gunlocke artistry in action. Their styling was suggested by the famous Signers' Chairs used in Independence Hall in Philadelphia. He'll take pride in their look of distinction!

● *Because the private office demands Prestige.* The Gunlocke Traditionals meet that demand. They say "Prestige" in their comfort . . . their traditional styling . . . their modern construction.

Yes, when Quality, Character and Prestige are embodied in chairs like the Gunlocke Traditionals . . . they are saleable commodities. They invite attention. May we suggest that you write today for further information on these chairs?

No. 2298

The Progressive **W. H. GUNLOCKE CHAIR COMPANY**

WAYLAND, NEW YORK

TRANSFILE

TRADE MARK

fibre board transfer files!

DeLuxe M 40

Only TRANSFILE offers ***all*** these vital filing and finding features:

Roller bearing drawer suspension for free, easy drawer operation.

Steel reinforced—all the weight of drawer supported on steel.

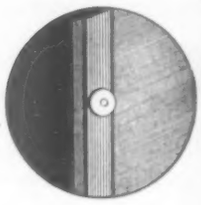
2-way Interlock welds individual units into strong batteries.

Steel front to match regular front office files.

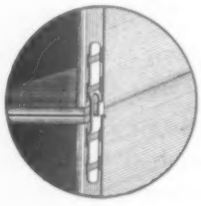
Steel sanitary base keeps units dirt, moisture and vermin proof.

Follow block keeps drawer contents in upright position always.

Certainly selling the best is to the mutual advantage of you and your customers—especially when TRANSFILE Files cost no more.



See that roller bearing (right) and the steel channel on the drawer (above). Together they make a drawer suspension which insures finger-tip, easy action always. (On De-Luxe only)



2-Way Interlock welds units into staunch batteries. No screws, bolts or tools are needed.

3 styles • 13 sizes

All steel sanitary base keeps records safe from dirt, damp, dust and grime. Just slips into place. Strong and sturdy.

GUSSCO

TRADE MARK

Manufacturers of

GUSSCO—the Complete Line of Filing and Finding supplies . . . GUIDE-O-FOLDER, the hanging folder with adjustable metal tab . . . GUIDE-O-TRAY, the personal file for the deep drawer of desks . . . GUIDE-O-FILE, the personal file with sliding disappearing top—both with and without stand.

GUIDE SYSTEM & SUPPLY CO.

335 CANAL STREET NEW YORK 13, N. Y.

WEST COAST REPS. — GUSSCO SALES INC., 337 WINSTON ST., LOS ANGELES 13, CAL.

sories has been announced by this firm. Labels are now in white, black and matching red. All file guides, folders and some office

accessories are packaged in the new colors.

COLUMBIA RIBBON & CARBON MANUFACTURING COMPANY, INC., GLEN COVE, N. Y.—Pert Miss Columbia recently celebrated her first anniversary as a trade character for this firm. Plans for 1954, says Chuck Waterman, advertising manager, will keep her even busier than she has been. Originally conceived as a spot illumination, she soon began appearing in trade advertising, counter cards, booklets, mats and other dealer tie-ins and selling aids.

L. HYMAN & SONS, 102 PRINCE ST., NEW YORK 12, N. Y.—A complete new price list, dated January 4, is now available from the firm upon request. The current list includes a wide range of staples and many specialty items. The price list of three of the various papers offered by the firm are printed directly on the paper itself which serves also as a sample.

ITKIN BROTHERS, INC., 290 MADISON AVE., NEW YORK 17, N. Y.—New from this firm is a mailing piece with attached business reply card. The fold-out brochure features modern and traditional desks, chairs, office valets and partitions.

MASTER ADDRESSER COMPANY, 6500 W. LAKE ST., MINNEAPOLIS 16, MINN.—This firm is now supplying dealers with a colorful new point-of-sale display piece for use in featuring its new spirit postcard printer. Attractively printed in five colors, the top

panel flashes on and off while actual samples of postcards, labels and tags printed on the duplicator are displayed. The bottom of the display holds the Post Master printer and the storage box. Full information on the machine and display may be had by writing the firm at the above address.

MAYFAIR COMPANY, 315 N. DESPLAINES, CHICAGO 6, ILL.—Just out from this firm is a comprehensive catalog listing and

NOW

the chair that meets the 2 great needs of the important men in business

comfort
perfect posture seating for work

relaxation
reclining contour for healthful rest

the world's most luxurious office chair

Milwaukee's

RELAXATOR-POSTURE CHAIR

Most valuable office possession ever created for top executives, the MILWAUKEE Relaxator-Posture Chair is a custom-crafted masterpiece, unsurpassed for distinction and lifetime comfort. Here is an unparalleled, self-adjusting posture chair for fatigue-free working hours, *plus* exclusive head-rest and proper recline-action for those precious minutes of rest so essential for busy executives. This is the chair with the unique *dual* advantages you can demonstrate dramatically and sell with ease.

Write for full descriptive details on the wonderful advantages of the MILWAUKEE Relaxator-Posture Chair.

THE MILWAUKEE CHAIR COMPANY, Milwaukee, Wisconsin

New INDIANA

UNDER-COUNTER WOOD

CASH DRAWER

with REMOVABLE METAL MONEY TRAY

with LOCK-ON LID

MODEL R-1

$44.50

REGULAR DEALER DISCOUNT

Now for the first time Indiana makes available an Under-Counter Cash Drawer —with removable metal money tray.

Overall Dimensions—18⅜" wide x 15⅝" long x 4⅞" high.

Metal Money Tray—15½" wide x 10¼" long x 2¼" deep —6 coin compartments—3 currency compartments—1 ticket compartment. Extra trays available.

High-grade Disc Tumbler Locks. Warning Gong rings when drawer is opened. Easy rolling mechanism. Drawer constructed of Indiana Hardwoods.

Exterior Office Gray or Natural Lacquer (Basswood) Finish. Shipping weight—approx. 25 lbs.

USE THIS HANDY ORDER BLANK FOR ORDERING SAMPLE

INDIANA CASH DRAWER CO.
SHELBYVILLE, IND.

Please ship ..... Indiana Model RI —"Under-Counter" Cash Drawers, @ $44.50 less dealer discount, f.o.b. Shelbyville, Ind.

Finish .....

DEALER .....

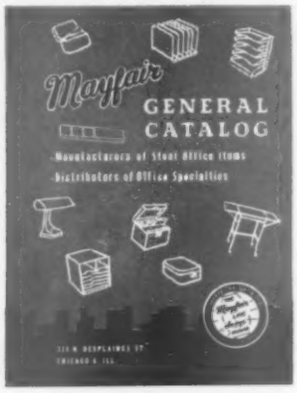
STREET ADDRESS .....

CITY..... ZONE..... STATE.....

SIGNED BY .....

Open account to rated firms only—send references if not rated.

illustrating items ranging from typewriter stands to scales. Many types of files, trays and office specialities are featured. A list price



index is included in the new literature, also.

JOSHUA MEIER COMPANY, INC., 153 W. 23RD ST., NEW YORK 11, N. Y.—"Sales Devices Throughout the Ages—From 2500 B.C. to 1953 A.D.", a historically documented booklet published by the Joshua Meier Company, Inc., is being distributed to college students throughout the country. The firm commissioned Stanley C. Hollander, instructor in marketing at the Wharton School of the University of Pennsylvania, to do research and write this booklet that traces the methods and devices used by salesmen throughout the ages. Full of interesting facts and illustrations the fascinating story winds up with a chapter on modern sales devices—sales presentations and visual aids, including the V.P.D. Spel-Binder presentation albums with looseleaf acetate pages.

PIERCE SPECIALIZED EQUIPMENT COMPANY, SAN MATEO, CALIF.—New literature from this firm includes two pamphlets. One describes the benefits of carbon interleaved forms produced on the Tipmaster all-electric glue tipper and the other gives information on the glue tipper for printers and printing departments of firms interested in making their own carbon interleaved forms. Colorfully printed and clearly illustrated, they are available from the firm at the above address.

STANDARD PRESSED STEEL COMPANY, JENKINTOWN, PA.—A 12-page bulletin on Hallowell shop stools and chairs has been prepared by this firm. The bulletin No. 704-4 pictures and describes 14 steel stool models, including knock-down adjustable filing and revolving-seat stools and three chair models. A choice of wood or steel seats and backs is available.

STATIONERS' GUILD OF AMERICA, 1421 CHESTNUT ST., PHILADELPHIA, PA.—Just made available to all of its member-

stationers, is this handsome easel display featuring the organization's exclusive Resistear sheet protectors. They are designed for counter, store or window.

VICTOR SAFE & EQUIPMENT COMPANY, DEALERS SALES DIVISION, REMINGTON RAND INC., 315 FOURTH AVE., NEW YORK, N. Y.—New literature from this firm is available on Victor visible equipment for various needs. A new four-page folder, the WV 796, describes how sales management can secure visibly the sales needed to assure profitable sales operation, through visible control. The literature shows how product lines are selling, what product lines are selling, what products each customer buys and

HOW A SALES FORCE IS SPARKED INTO ACTION

The Jasper Desk Company supplies more than product

Extensive thought has been given by the Jasper Desk Co. to the dealer problem of developing a program designed to stimulate sales and to support general sales effort. In simplified form, it can be broken down into four basic steps.

(1) Give the salesmen a proven office furniture line, manufactured by a dependable company willing to back up its product.

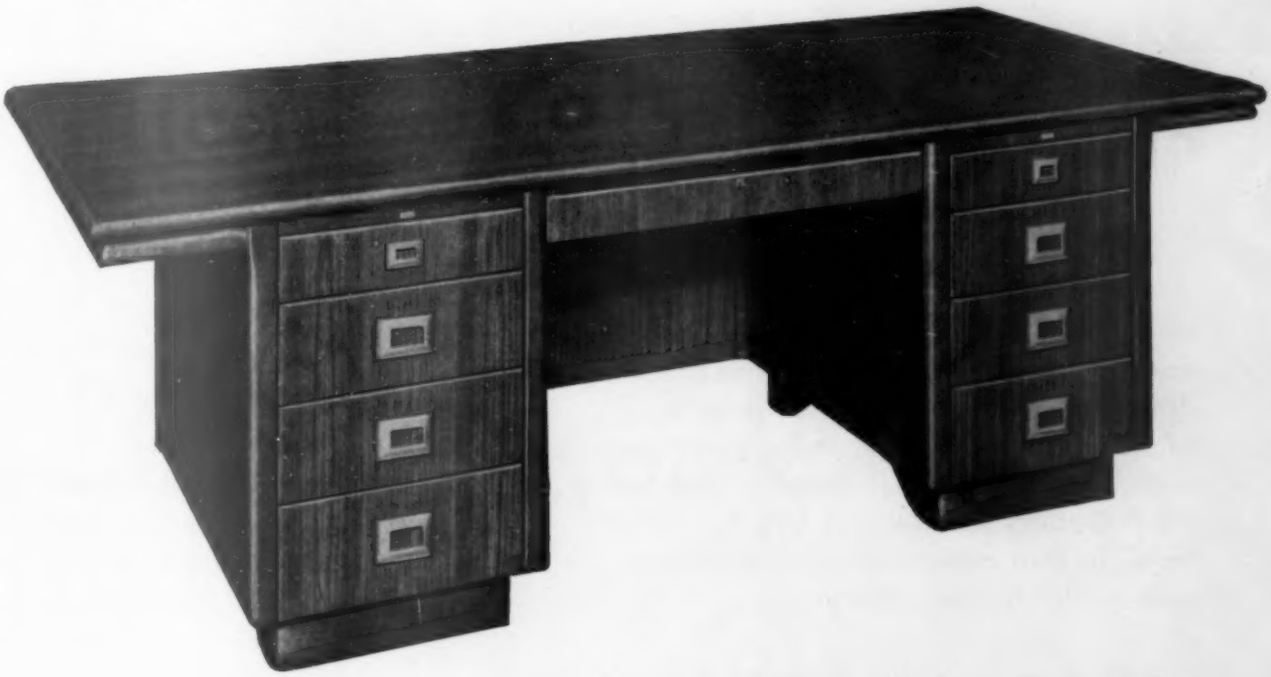
(2) Carry an established name product with a line broad enough to suit every need.

(3) Make it possible for each salesman to meet competition on quality or price in traditional or modern design.

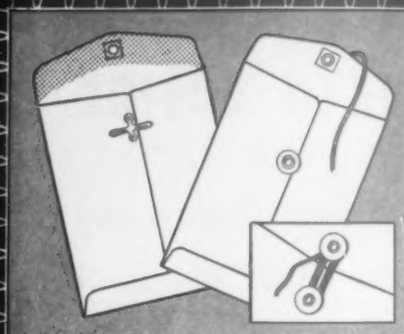
(4) Provide your sales force with a variety of effective selling tools. (catalogs—direct mail folders—mat and electro services, etc.)

For further information and literature, write to Dept. C-453, Jasper Desk Co., Jasper, Indiana.

The 6FC84 shown below is the executive desk in the Jasper Desk Co., Cosmopolitan Series.

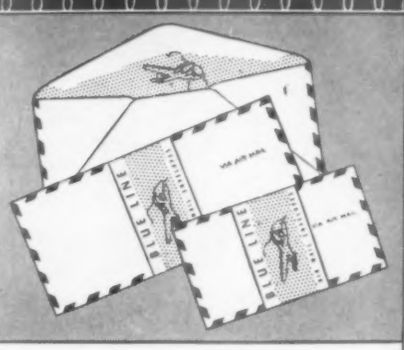


THE JASPER DESK CO.
JASPER, INDIANA



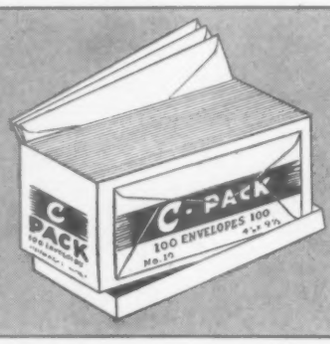
C-PACK *(below)*

Handy pack of 100 white envelopes (No. 6¾ or No. 10) for home or office. C-Pack business assortment of 3 sizes also available. They sell themselves.



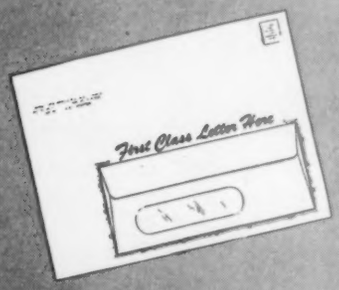
↑ CHAMPION CLASP

Extra wide, heavily gummed seams give greater protection to contents . available in 24 sizes, Parkraft or Cameo stock. String and button fasteners available on all sizes.



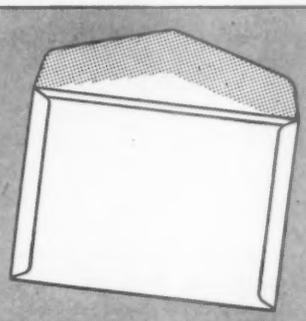
BLUE LINE AIR MAIL ↑

Lightweight sulphite bond is tinted inside, has red and blue air mail imprint. Available in 2 sizes . . . No. 6¾ and 10, banded in 25's for convenience.



← 2 COMPARTMENT and FLAT MAILER →

Heavy durable stock with extra wide seams. 2-compartment has cellophane windowed first class envelope attached . . . available in 4 sizes . . . Flat mailer available in 9 sizes.



FOR MAILING . . .

the *Best* for your Customers!

Here are a few of Quality Park's mailing envelopes . . . a sampling of the more than 400 styles, sizes, stocks and weights of Quality Park envelopes for every purpose. Quality products PLUS Quality packaging PLUS Quality service give you the perfect formula that means satisfied customers and repeat business for you.

THIS MONTH . . . marks the 35th anniversary for Quality Park . . . still growing!

SOLD THROUGH DEALERS ONLY!

QUALITY PARK ENVELOPE CO.

Quality Park *products*

General Office and Factory, Quality Park, St. Paul 4, Minnesota
Chicago Office and Warehouse, 564 W. Monroe St., Chicago 6, Illinois

how many, where salesmen call, and the results of their call. Also available is an eight-page illustrated folder, the WV 452, for use by dealers, for their customers and prospects, which describes in detail how credit and collection manager can determine the status of up to 60 accounts at a glance. Victor visible ledger records are fully described, together with illustrations. The new folders are available by writing to the above address.

Don Heberling, Son Die in Plane Crash

Don Heberling, 37, manager of the State Typewriter Company, Topeka, Kans., and his seven-year-old son, Richard, were killed on the afternoon of January 1 when the light plane in which they were riding struck a power line six miles southwest of Topeka on the Elwyn Engler farm.

The plane snapped two wires, crashed to the ground and burned.

A third person, Charles A. Morgan Jr., 25, of Topeka, who was riding with them, apparently was thrown out of the plane as it crashed. Mr. Heberling and his son were trapped in the plane. Morgan suffered burns on both hands, on his left leg and received lacerations and minor burns on his face.

Mr. Heberling, who had been a flying enthusiast more than 20 years, was flying the four-place Stinson Voyager which Morgan owned. The Heberling boy had flown several times with his father.

A naval flying instructor during World War II, Mr. Heberling was stationed at the Billard Airport as an instructor for the naval reserves at Washburn University, Topeka. Later he was an instructor at Norman, Okla., and New Orleans, La.

After the war he returned to Topeka where he became associated with W. A. Johnson in the State Typewriter Company. Born at Scranton, Kans., he moved to Topeka from Osage City, Kans., in 1932.

His son, Richard, was born July 5, 1946, and was a pupil at the Oakland Grade School.

He is survived by his widow Mrs. Genevieve Heberling; two brothers, and his father, of Topeka.—GMH

Barco Buys Central Desk & Safe

The Barco Office Equipment Company, 1400 Grand Ave., Kansas City, Mo., recently purchased the Central Desk & Safe Company assets and absorbed the operation into its own. The Central firm had been located at 1322 Grand for the last 11 years.

William J. Evans, former president of the Central company, has joined the Barco organization as vice-president. M. J. Williams, another former Central official, is now a sales representative with Barco.

Located at 1400 Grand Ave. since 1938, the Barco company was founded by Hayman Barewin, whose interests were acquired three years ago by R. K. Garver, formerly manager of office equipment with the Schooley Printing & Stationery Company, Kansas City.—GMH

Promote Portable Typewriters at Erie Firm

The Duggan-Rider Office Supply Co., Erie, Pa., promoted the sale of portable typewriters by offering a typewriter stand and eight other accessory items as a bonus with each purchase of a machine.

The store featured the package deal for as low as $71.80. The offer was limited for a four-day period.

With the purchase of any portable in stock, the firm offered as a bonus a typing table, a packet of typing paper, packet of carbon paper, type cleaner and applicator, eraser, desk pad, erasing shield, a year's supply of typewriter ribbons and a typewriter brush.—GET

GO PLACES with
Weldon Roberts Erasers

Do As The Romans Do...

The ageless art of Rome: The Temple of Apollo, Pompeii. (Photo courtesy Italian Tourist Office.)

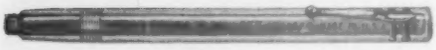
ANCIENT Rome produced the finest in art; Romans today appreciate quality and achievement. Do as the Romans do. Buy, use, Weldon Roberts Erasers, preferred for finest quality the world-over to "Correct Mistakes In Any Language."

FOR BIGGEST ERASER SALES be sure that you know about —and stock—quality-made Weldon Roberts Eraser styles and sizes *just right for your trade!* WRITE US NOW FOR CATALOG.

◀ **930 ENSEMBLE** *(Pink and Gray Rubber). A combination eraser that does most everything. Handy, bias-beveled shape. Soft, pink pencil rubber joined to soft, gray ink eraser. For ink, pencil and crayon erasing.*

◀ **1010 HEXO CLEANER.** *Handy hexagonal shape plus resilient pink rubber give splendid working qualities for erasing and cleaning. Broad sides clean paper — even the thinnest — and tracing cloth, fabrics, painted surfaces. Edges and ends 'pick out' details and line work. Medium and large sizes.*

9000 SUEDE WHISK ▶ *(Weldon Roberts Eraser No. 900 SUEDE with brush attached). Makes quick, clean erasures on any kind of paper. Immensely popular because of its softer gray texture and slightly octagonal shape.*



▲ **JET ERASER.** *Convenient cylindrical stick eraser in attractive, transparent plastic holder. Top unscrews so eraser can be moved outward. Red rubber for pencil erasing, gray rubber for ink. Pocket clip style for general use. Brush whisk style for typists. Refills. Tops for typing, accounting, drafting, professional and student use.*

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

Weldon Roberts Erasers
Correct Mistakes in Any Language

In Other Lands

Continued from page 60

to £1,655,320 and of £225,000 to Canada which has taken a total of £679,393.

Shipments in November totaled £1,132,914.

* * * * *

The first stages of a move by British Typewriters Ltd., of West Bromwich, manufacturers of the Empire Aristocrat portable typewriter, into a new factory on the main Birmingham road on the outskirts of the town, have now been completed, and it is expected that the new plant will be in full production early in the New Year, but for some time the office staff will remain in the old building.

During the war the firm's original factory was destroyed by bombing and for the past eight years near-miracles of rehabilitation and production have been achieved in a multi-story building which had been used as an auxiliary fire service headquarters.

The new factory is of the single-story type, some 50,000 square feet in area.

* * * * *

I hear further good reports of the new "Quiet-riter" of Remington Rand Ltd. It will be recalled that reference has been made to this machine newly introduced to the trade in Britain. Apart from its silent action, the machine has a greatly improved ribbon change. This operation requires the pushing back of two lugs, the slipping of the ribbon behind, and the pressing of a key to fix it in position.

In addition, a special tab on the front of the machine sets and clears tabulating stops from the keyboard without any fumbling behind the machine.

* * * * *

Another recent innovation which assists greatly in noise-reduction, is the Gestetner 260 duplicator. This is an electric machine with a built-in motor offering an especially wide speed range—20 to 140 copies per minute. It has a new synchronized self-inking mechanism which delivers the ink according to the demand as the paper passes through. The feed assembly, too, is of new design, the feed board being die-cast and rigidly built to take various sized papers up to 14½x8⅞ inches.

* * * * *

A system of "sideways suspension" for filing has been developed by Frank Wilson and Co., Cross Street, Southport, and to eliminate the pulling out of file drawers, the files hang from rails rather like coats in a wardrobe, with title tabs at an easily visible angle. It is claimed that the system can save up to 50% of the space normally required and may be used for correspondence, invoices, offset printing plates, stencils, drawings and plans. The position of the cross rails is adjustable so that each tier can be suited to different depth files.

* * * * *

Carter-Parratt, Ltd., has developed an interesting trolley cabinet mounted on four legs with casters and a cover which drops down virtually flush with the side when opened. The cards are held vertically and when pulled, rest at an angle so that different cards may be referred to with greater simplicity.

* * * * *

Gordon Metal Fabrications Ltd., has for punched card machinery users, a multifile enabling 16,000 cards to be stored in a small space with easy pulling. The latter is achieved by means of a plate with an index tab in one of three positions along the top edge while an elastic band settled in a diagonal trough across the face can contact either the card immediately in front or behind. Friction makes withdrawal easy.

* * * * *

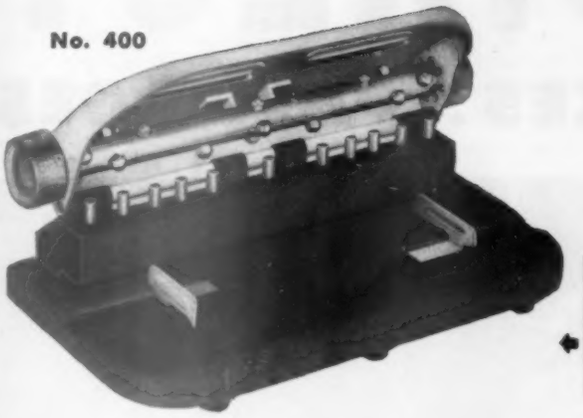
In the addressing machinery field, the latest innovation

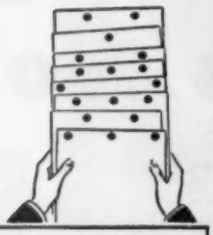
MUTUAL Products are Known for QUALITY and PERFORMANCE

CENTAMATIC PUNCHES

The Only Punches that Center Paper *Automatically*

No. 400



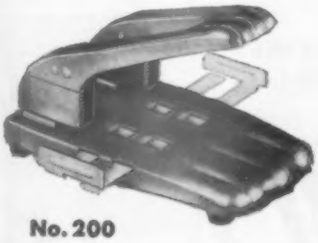


Each of these models (No. 400 or No. 300) effectively does the work of Eight Punches.

No. 400: DIAL-CONTROL CENTAMATIC. Completely automatic action . . . Set dial to desired punching centers . . . Adjust guides which center sheets automatically, then punch . . . Punches through 20 sheets of 16 lb. stock . . . Heavy gauge steel; handsomely finished . . . Individually boxed. **List Price $29.75**

No. 300: CENTAMATIC. Slightly smaller than #400; has all the advantages without Dial-Control feature . . . Punches through 12 sheets of 16 lb. stock. New improved model provides finer punching performance at no increase in cost. **List Price $13.75**

No. 300



No. 200

No. 200: CENTAMATIC. Only 2 Hole Punch equipped with Centamatic guides. Punches through 25 sheets of 16 lb. bond paper. New improved construction; handsomely finished. **List Price $4.50**

"TOP" STAPLE REMOVER

The Best on the Market

Just Press Prongs and Staple Slides Out Automatically

"TOP" FEATURES:

- Works smoothly and easily
- Avoids pulling and tearing
- Precision-crafted throughout
- Quality-made to endure
- Effective even on onionskin
- Colors: Gray, Green, Maroon
- List Price .....75¢

All Products on this page are Manufactured by Mutual

Write for Price List and Further Information

Mutual STATIONERS SUPPLY CORPORATION

MANUFACTURERS AND WHOLESALE DISTRIBUTORS

268 FOURTH AVENUE, NEW YORK 10, N. Y.

West Coast, R. L. Smith & Co. San Francisco, Calif. Southeast, Harry Tehan, Jr., Atlanta, Ga.

Follow the Leaders! Use MULTISTAMP STENCIL DUPLICATOR Hand Stamp Stencil Duplicator - and

Eliminate Shipping Labels!

PRINT DIRECT

ON CARTONS . . BOXES . . PACKAGES

Saves Time! Accurate!

The MULTISTAMP hand stamp stencil duplicator eliminates double operation of preparing labels and then pasting them to cartons. Reduces errors because FORM-CUT® stencil has facsimile of your label or shipping form die-impressed into the stencil. Then type or write in address or identification data . . . attach to duplicator . . . and print, like using a rubber stamp.

SPEEDS UP FREIGHT MARKING

SPEEDS UP LOT LABELLING

Quick! Clean! Easy!

Now print shipping form and identification data directly on container in one operation. Get 1,000 or more clear, sharp impressions from one stencil without re-inking. Made of non-corrosive metal to last indefinitely . . . no moving parts to wear or repair . . . has low-cost replaceable ink pads.

Also in wide use for addressing shipping tags and labels; also prints postcards, menus, forms, bulletins, letters.

For Over 30 Years the Leader in the Hand Stamp Stencil Duplicator Field!

THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

MULTISTAMP

STENCIL DUPLICATOR ®

MANUFACTURED ONLY BY THE MULTISTAMP CO., NORFOLK, VIRGINIA

There is a size for every duplicating need 8 complete outfits, $9.50 to $99.50, f.o.b factory. The popular "No. 3" outfit, pictured at right, includes duplicator, 12 stencils, ink, ink brush, writing board, stylus pen, type cleaner, correction varnish and complete illustrated instructions in a handy durable case $19.50. At your Office or Shipping Room Supply Dealer

Write for Literature and FREE SAMPLE FORM-CUT® STENCIL AND PRINT—No Obligation

is an address plate embossing machine which is operated from a standard typewriter keyboard. The key selects the correct die, the actual embossing being done by motor power (Addressograph-Multigraph, Ltd.). With another embossing appliance, that of Adrema, Ltd., the dial of the machine has been illuminated from within and the metal plates are directly embossed from left to right in positive form so that the operator can read as she goes along.

A new cheap addressing machine of the hand-operated rotary type and possessing the continuous stationery feed attachment, is that by Addressall Machine Co.

An electric machine which has just been introduced by Addressing Machines Hayward, Ltd., may be reloaded with plates without stopping it when in operation. This has an analysing selector with a range of 60 key selections from which almost any number of sub-selections can be obtained by a very simple adjustment of the control pins. A catch will reverse the selection so that pre-selected stencils can be rejected and the others printed in their place.

* * * * *

Recent returns regarding the imports of office machinery into Australia make some interesting reading.

One month for which complete returns are now available from that country (May, 1953) shows that in respect of adding machines of the non-print type, Czechoslovakia and Denmark led the way with 80 each, Italy, 35, U. S. A. 19, and Britain 9. Yet the cost of the 80 machines from the two leading suppliers of this type of equipment was £703 for each country, whereas the nine British machines showed £1,007 and the 19 American, £4,363. All currency is in Australian pounds, of course.

For the same month, regarding adding machines of the print type, Denmark had 193 of the total (£2,124), Britain, 169, (£44,211), Sweden, 135 (£6,822), U.S.A., 53 (£11,464), and F. R. of Germany, 16, (£1,241).

For cash registers, the figures were:

United Kingdom, 140 (£12,856), Canada, 31 (£6,429), F. R. of Germany, 78 (£31,296), Switzerland, 22 (£5,482) and for Computing Machines, U.S.A. with 27, (£11,069), United Kingdom, 20 (£5,029), F. R of Germany, 11 (£464), Canada, 4 (£1,624).

In respect to typewriters, the figures are:

France	2	£ 20
United Kingdom	1,135	32,042
Canada	90	5,142
New Guinea	1	20
Australia re-imp.	2	55
Sweden	37	805
Switzerland	83	1,694
F. R. of Germany	17	382
U. S. of America	12	1,206
Origin not disclosed	2	20

These figures are significant for they show the gradual re-emergence of Germany in the field of office equipment.

As the year 1954 grows older, we may expect to see a further expansion of Germany in this field. But, as with clothing, there would appear to be a growing market for office appliances of all descriptions as the clerical side of administration tends to become increasingly mechanized.

For the immediate future, therefore, there is a growing world demand and thus the expansion of an industry in one country does not necessarily at the moment, impinge on the outlook or figures of another.

But, unlike clothing, office equipment is by no means so quickly replaceable, and therefore at some time, there would appear to be a state of affairs reached when it will be no longer possible to continue at the same rate of expansion internationally—in other words, the point of saturation when mechanized office equipment has reached the limit of present industrial expansion of the world.

The Most Complete Line of High Quality Desk and Industrial Staples on Earth!

Write for full information concerning the new Victor desk stapler —today's best value in stapling machines.

IMMEDIATE SERVICE
AT ATTRACTIVE PRICES

VAIL MANUFACTURING COMPANY
900 East 95th Street Chicago 19, Illinois

An American, Ransom, Finds Niche in Mexico

Continued from page 62

plates and providing service to the Multilith users in the Republic of Mexico. An embossing department makes plates for Addressograph users and a service department of some 10 mechanics backs up the sales organization of 20 men.

In addition the company represents the Ralph C. Coxhead Corporation in connection with its composing machines sold in conjunction with the Multilith equipment.

Although a busy man, Mr. Ransom is very gracious in receiving callers and explaining his work. He never hesitates in helping to improve the good neighbor policy between Mexico and the United States. And there is hardly a Mexican or an American of note whom he does not know intimately. If his services are needed on any worthwhile committees, Mr. Ransom is right there even though the duties encroach upon his business hours.

A true American and yet one who is loyal to Mexico—such is Floyd D. Ransom.

Harold Dinsdale's Death Stirs Memories

By E. Fitzgerald MacMillan

With the recent death in Leeds, England, at the age of 68, of Harold Dinsdale, chairman of the stationery and printing business known as James Dinsdale, Ltd., many memories will be revived among American visitors to this country over a number of years.

As far back as 1936, this moderate-sized, English stationery store just off the main city thoroughfare, in New Station St., was featured in OFFICE APPLIANCES as something "different." It was essentially a man's commercial shop, attracting lawyers, architects, surveyors, engineers, commercial artists, merchants, school heads and so on, because all equipment and printing for these were readily available.

Only 5% of customers were women, 95% being men!

Another feature which drew many American visitors touring the north of England by automobile—or as hikers putting up at the many efficient hostels—was the large stock of road maps.

Although the 1939-45 war temporarily curtailed some of the Dinsdale specialities, American interest remained. Among the more recent influx of these welcome visitors was often heard the comment, "I remember Dinsdale's."

Son Carries On

Associated with the late Harold Dinsdale in the business was his son, Edmund, who now carries on as successor.

To Edmund goes much credit on the display and publicity side. Years ago, he discovered, by a process of trial and error, faults in the slogan accepted on both sides of the Atlantic—"Change Display Often."

"Not for our type of stationery store," he once told me. He found diminished selling value was often attached to too-rapid change—that a new idea which did not 'catch' the first week, could do so the second, and with increased impetus in the third.

"It is largely a matter of temperament of a local population," was how a mutual American business friend with big display experience in England and in the United States, summed it up. He too had found that the slowly-attracted customer was in the long run the best and the most loyal. It is a type which abounds in the stolid and solid provinces.

Another point which research into display methods yielded striking results was "the exact spot." For instance, fountain pens were found to sell best shown at the side of the window next to the door at Dinsdale's, while guide

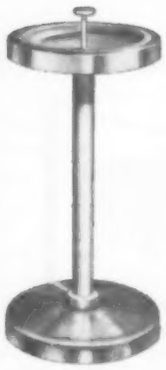
Memo: to "Profit-Minded" Dealers ...

No. 408
Costumer

No. 17-C
Costumer

No. 25
Torchier

* Speed up your turnover
* Increase your profits
* Feature the VALCO LINE of satin-spun aluminum accessories ... for offices, restaurants, and hotels.



No. 60-S
Smoking Stand

An outstanding group of modern accessories in satin-spun aluminum . . . combining beauty, smart styling, and durability. Enhances either modern or traditional interiors. The VALCO line is meeting with proven customer preference wherever shown.

No. 56-S
Sand Urn

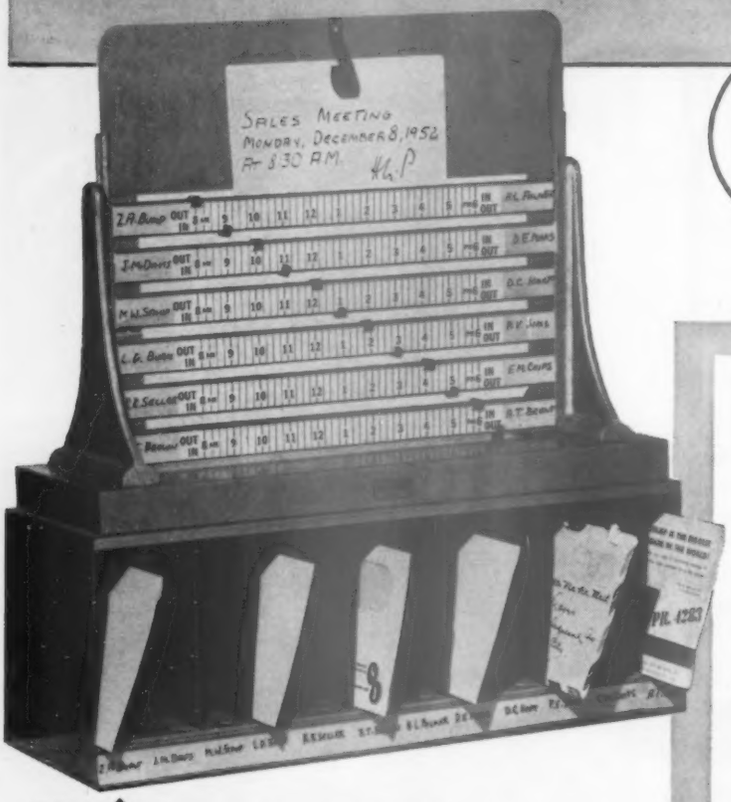
No. 260
Smoking Stand

Write or wire for literature and prices

the VALCO Company
1311 Ann Ave. • St. Louis 4, Mo.

Sell the *fast-moving*

LIT-NING line



BUILT RIGHT! Heavy gauge steel construction, rubber feet, baked-on office green or hammertone gray finish are all quality you can *see*. Smart and modern in design, they're loaded with customer appeal. Durable quality construction assures lasting customer satisfaction.

PRICED RIGHT! All LIT-NING products are priced for fast turn-over. You save assembly costs, too; all items are shipped *completely* assembled, ready for display and delivery.

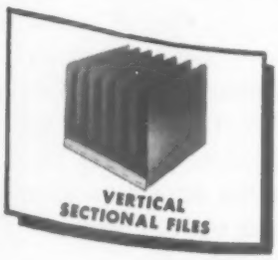
BACKED BY NATIONAL ADVERTISING!
LIT-NING helps you sell by building demand and acceptance through national advertising to your customers and prospects.

LIT-NING IN-AND-OUT BOARD and message rack combination
PATENT PENDING

Another product of LIT-NING creative engineering that's selling fast everywhere. Provides time of return information for 12 men that can be read at a glance from *both* sides. Can easily be expanded. Message rack may be purchased separately.

HORIZONTAL FILES

SENIOR COPY HOLDER


VERTICAL SECTIONAL FILES

POSTING TUBS

LIT-NING PRODUCTS COMPANY

Factory
Fresno, California

Sales Offices
3907 Duquesne Ave.
Culver City, California

KARD KEEPERS

mail today!

LIT-NING PRODUCTS COMPANY
3907 Duquesne Ave., Culver City, California
Send me your new descriptive catalog on the complete Lit-Ning Line

My name_____
Firm name_____
Address_____

☐ Dealer ☐ Distributor ☐ Agent

LIT-NING JOE says:

books and drawing boards did not. Tested selling spot for the latter was high up at the window back. Eye level, below or above it, each had tests for all kinds of office equipment. And although war and post-war conditions shattered the display man's dreams, a reputation had been established.

I once asked the late Harold Dinsdale how he regarded the opposition of the chain store with its stationery department. He thought the private trader offering the best of office equipment, combined with personal service and interest in each customer's problems, could never be pushed out of business.

His own quiet genial personality will be much missed in a city of over half a million population, and known for its 'more than 100 trades.'

Edmund Dinsdale, however, worthily carries on this, one of the older city stores, founded well over half a century ago by his grandfather.

Sponsor Trade Fair in Zurich June 12-20

For the first time in international trade history a fair, sponsored by leading Swiss business men, will enable American industry to exhibit its wares to European markets. In a complete reversal of normal trade shows Switzerland will sponsor the first American-Swiss Trade Fair in Zurich on June 12-20.

Prominent American Industrial firms are invited to exhibit at this 10-day show, promised to be one of the best the Continent has ever witnessed. It will enable American firms to recapture and expand their European markets.

Zurich, the largest city in Switzerland, the "Fifth Avenue of Europe," will make the ideal showplace for American commodities—textiles, chemicals, displays, wood, metal, plastics, etc.—according to M. I. Weingartner, president of the Interchange Business Association, a non-profit organization sponsoring the Fair.

The Fair will be held in the Congress House, the largest and most modern exhibition hall in Zurich. Plans have been completed for the installation of exhibit stalls over the thousands of feet of available space.

Welcomes Americans

This Fair, the first of its kind to be held in Switzerland, invites American manufacturers to exhibit and at the same time, market their goods in Switzerland. It also gives them an opportunity to promote these wares in Europe's many markets, Mr. Weingartner said. Mr. Weingartner is also president of the Swiss Siwesa firm.

Two hot wars and one current cold one has somewhat curbed the flow of dollars and Europe's recovery, Mr. Weingartner said. But now, with recovery in almost all segments virtually assured, the introduction of American products in Europe's marts should be accelerated.

For this reason, the Interchange Business Association, comprised of leading Swiss executives, has taken the initiative to foster Swiss and American business relationships. The management of the Fair is in the hands of a group of experienced organizers, Mr. Weingartner said; adding that facilities for running it—from the design of the exhibit to the distribution of literature—are in capable hands.

American producers can even save the cost of transportation by utilizing the demonstration equipment and personnel made available for the occasion. Every form of transportation is available, from the simple streetcar to the most modern of aircraft, all converging on Zurich, the business capital of Switzerland.

The American office of the Interchange Business Association is the Werner Gabler Company, 1025 Connecticut Avenue, N.W., Washington 6, D.C.

Additional information on the Fair will be furnished by this firm.

It's a safe bet . . . you can make money with MEILINK

HIGHEST STANDARDS OF QUALITY born of over a half century of fine safe making.

STRICT CONFORMITY with all authoritative and recognized specifications.

VARIETY OF MODELS AND SIZES with unlimited combinations of shelves, partitions and drawers.

PRICES TO APPEAL to your customers and give you a sound profit.

PROMPT DELIVERIES. Write us for literature and let us help you MAKE MONEY WITH MEILINK.

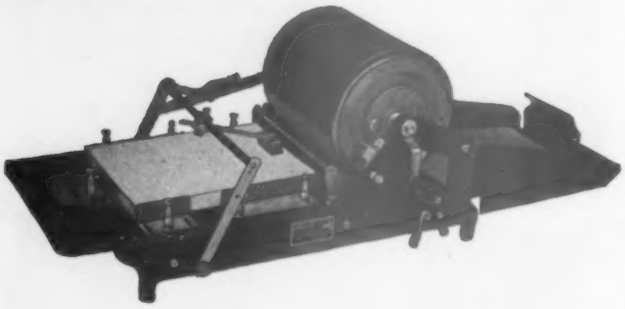
Class "C" Certified ONE-HOUR SINGLE AND DOUBLE-DOOR SAFES

Sturdy, rugged and built for a life-time of service . . . famous Meilink double-wall, electrically welded steel construction with Thermo-Cel insulation. A wide range of sizes and styles—with a choice of interiors—fulfill every requirement at low cost. Proven protection. S.M.N.A. one hour "C" label.

MEILINK STEEL SAFE COMPANY SINCE 1899
TOLEDO 6, OHIO
ABC LABEL SAFES, HOME VAULTS, INSULATED FILES, BUSINESS MACHINES, TYPEWRITER STANDS

Announcing!

NEW OPEN DRUM
Hilco Model . . 4

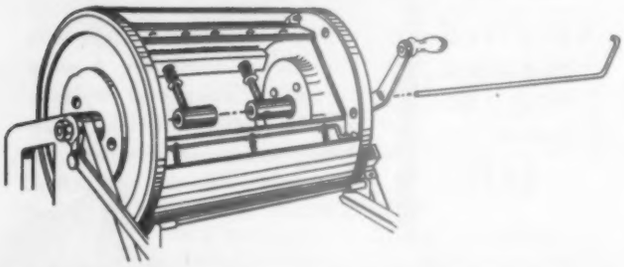


clean
fast
accurate

89.50
PLUS EXCISE TAX

Mechanical Features . . .

1. Front Paper Stop assures accurate registration.
2. Automatic Roller Release eliminates smudged sheets.
3. Automatic Counter counts only printed sheets.
4. Open Drum—self-contained, internal brush inking.
5. Automatic Feed — positive action.
6. Selective inking by means of our ink dispenser.
7. Paper Pusher is automatically lifted and carried back to feeding position. Eliminates lint on the stencil.



TECHNYGRAPH CO.
TECHNY, ILLINOIS

AUSTRALIAN NEWS

W. BEECHAM, Correspondent
Box E256, G.P.O., Perth, W.A.

Mason-Kolok Manufacturing Company Ltd., Australian manufacturers and distributors of carbon paper and typewriter ribbons, reports a consolidated net loss of £12,633 in the financial year ending September 30, 1953. This is compared to a profit of £6,161 in the previous 12 months. Tax allowance is down to £40 as against £2,200, and depreciation is shown at £2,365 as against £2,462. No ordinary dividend will be paid (past year's payment was at the rate of 5%.) Directors, in their report, state that the year's results were "a complete surprise" to them. From information provided they were "certain that the business transacted in the year would provide a substantial profit."

A satisfactory explanation given to the board has been passed on to the shareholders, they add, although they expected that with economies and improved sales in the second half of the year under review a smaller loss or even figures would be recorded. An independent accountant, appointed by the board, is investigating the company's overheads and factory production methods, and the results will be reported fully at the forthcoming annual meeting.

* * * * *

Wormald Bros. Industries, Ltd., a subsidiary of which company is Steelbilt, Ltd., makers of steel office furniture, reports a net value of £314,394 for its shareholdings, yet shows consolidated assets at £2,400,000. The 8% dividend on ordinary capital last year was covered twice by the parent company's net profit.

* * * * *

Many Australian manufacturers of office equipment are worried by ever-increasing costs of production. On this matter, Noel Humphries, president of the Western Australian Chamber of Manufactures, says: "Rising production cost is the challenge facing Australia today, and because of these rising costs many of Australia's export markets have virtually been lost. Now there is a danger that with the removal of import restrictions, manufacturers will find great difficulty in competing even in their home market.

The largest factor in these high production costs is the spiralling basic wage, for between March, 1952, and December, 1953, the average wage in six capital cities has risen by 26s. a week. During that period, while Australian costs continued to rise, the trend in many other countries had been downward. How is it possible for industry to expand when there is such a heavy wage differential?"

* * * * *

The Australian manufacturer is, generally, seeking higher and higher tariff duties to protect himself, but as a recent report to the Tariff Board points out, in its function as an instrument for providing protection to Australian industry, the tariff can quite easily be caught up in a spiral of its own creation. "This spiral," says the report, "would be higher duties, higher prices, higher costs and higher duties." It goes on to say that separate tribunals and government authorities acting independently and in good faith, could each undo the the other's work.

"An industry applying for higher protection, because of increased labor costs, might argue that in incurring these costs it was simply complying with a legal obligation laid down by an industrial tribunal. Acceptance of that contention could be interpreted as an acknowledgement by the Tariff Board that the industrial tribunal was the final authority on the level of costs and, consequently, of tariffs. Rejection of the contention could be open to the interpreta-

really **amazing!** radically **new!**

Swingline 77

4-in-1 stapler only $2.50

Complete With 500 Staples

It's a stapler

It's a tacker

It's a plier

"kangaroo" pocket stores 500 extra staples

Here's the biggest jump in staplers since Swingline's famous open channel. A flick of the wrist, and this sleek desk stapler hops out of its plastic base revealing an ingenious "Kangaroo" pocket . . . a reservoir of 500 *extra* staples! The *same* flick makes the 77 a streamlined tacker. Another quick flick and it's a compact hand plier! When you see this revolutionary new stapler you'll know why Swingline's ahead by leaps and bounds. (It even has a special "personalizing panel" on top for imprinting: Makes a wonderful gift item.) When your customers see the $2.50 price, your sales will hop higher than a happy kangaroo! Get your Swingline 77 order in today!

SPEED PRODUCTS COMPANY, INC., L. I. C., N. Y.

HILLSIDE'S NEW *"Space Saving"* STEEL DESKS WITH OPTIONAL EQUIPMENT

means sales, more sales, and STILL MORE SALES!

Hillside "Utility All Steel Rolled Top" convertible desks with optional equipment, designed to fit the customer's particular need. Available in various combinations including letter, legal, storage and or combination cabinet pedestals with stationary drawer and card drawer files plus the optional equipment of kneehole drawer and slides, permits the customer to select exactly what he requires as to price, size and use.

EXECUTIVE SERIES

The Executive Series is the perfect double size pedestal desk for the medium or small office; scales down to a recessed desk top ranging in size from 57" x 25½", 51" x 25½" depending on the pedestals selected.

No. X-11

$59.90

SINGLE PEDESTAL SERIES

The Single Pedestal Series with full skirt and all the convertible and optional equipment features of the Executive Series is the perfect unit for the home, salesman, clerk, small businessman, student, etc.

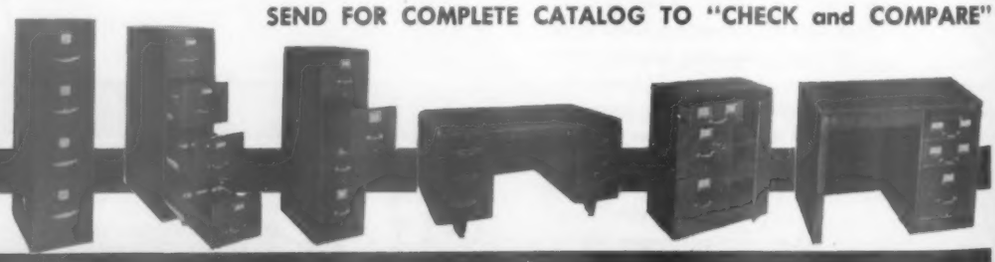
No. Z-4DA

Hillside's program of unusual value to the consumer plus maximum dealer mark-up in America's broadest line of steel office equipment, *with*

1. *Three* complete lines of quality suspension equipment, *plus*
2. *Two* lines of non-suspension files, *plus*
3. *Three* lines of quality desks, *plus*
4. *Several* lines of utility steel cabinets, designed, priced and developed to open up new dealer markets; means that *not*
5. *One* progressive, alert dealer interested in "value and mark-up" can fail to

SEND FOR COMPLETE CATALOG TO "CHECK and COMPARE"

THE SYMBOL OF FINE HILLSIDE H-M-P STEEL OFFICE FURNITURE



HILLSIDE *Metal Products Inc.* 262 PASSAIC ST. NEWARK 4, N. J.

tion that the board was passing judgment on an industrial matter outside its proper field."

However, it is interesting to note that the Australian Industries Development Association estimates that while at present tariff levels about 20% of Australia's manufacturing industry is directly vulnerable to import competition, it places the office furniture industry at only 2% vulnerable. However, in the matter of office machines there is a vulnerability of 22%, and in the matter of office stationery the vulnerability is as much as 33%.

* * * * *

Speaking on tariffs, Paul Barry, of the prominent Brisbane firm of Barry & Roberts, says that it is disturbing to see continued applications being made to the Tariff Board for increased tariffs on imported goods. "It is to be hoped that the Federal Government will resist all these attempts by pressure groups in Australia to force up prices," he adds.

* * * * *

Imports from overseas into Victoria in the nine months ending March 31, 1953, included stationery and so forth, valued at £231,000 compared with the £212,000 of the nine months ending March 31, 1952.

* * * * *

Imports from overseas into Western Australia in the financial year ending June 30, 1953, included (previous year's imports in parentheses): Writing and typewriting papers, £30,066 (£266,778), and stationery, £90,802 (£96,732).

* * * * *

G. J. Coles & Company, Australian merchants who do business in lines of office requisites, report a new record total turnover of £25 million for the year, an increase of 10% on the previous year's figures.

Fukui & Company, Ltd., Takes Old Address

The firm of Fukui & Company, Ltd., handling office supplies and stationery in Osaka, Japan, has announced its removal to the old address at 12 Hiranomachi 2-chome, Higashiku, Osaka, on the spot where the business had developed since 1896 and further was incorporated in 1921. Shojiro Fukui is president.

Former address was 26 Uchiawajimachi, 2-chome, Higashiku, Osaka.

Trading on the Trade-in

■ AN EXTENSIVE TRADE-IN of typewriters sale was recently staged by the J. K. Gill Company in Portland, Ore., where the big Fifth Ave. store was busy examining the trade-ins for their condition, workability and practicality for reconditioning and resale in order to make good the $30 allowance on all makes and all ages which were permitted in the recent trading and exchange.

Heading ample advertising was the headline *"Your old typewriter is worth $30 at Gill's,"*—evidently a surprise to many having a worn machine in basement or attic, where it may have been relegated to the dust heap for one small mechanical reason or another.

No make or age was barred—only requirements being the basic factors of four rows of keys, back spacer, left-hand carriage return, and an unbroken main frame.

The two portables featured in the active trading on trade-ins in Gill's typewriter sector were the Corona Skywriter, and the Olympia portable. In order to profit from the generous trade-in allowance of $30 on any make or aged machines, Gill's featured for the Skywriters mentioned a price of $37.50, plus tax, and a price of $39.50, for the Olympia,—plus the necessary tax involved.—CML

Hall's Insulated Safe Record File

SELL RECORD SECURITY AT POINT OF USE

Hall's Insulated Safe Record Files with Receding Doors offer tailored interiors, including lockers, card and document files, storage drawers, shelves, letter and legal files. Available in three- or four-drawer heights, these files carry Underwriters' Laboratories Class "C" (one hour safe) Fire Label, including impact test, and "T-20" Burglary Label.

Hall's Insulated Record Files are modern protection for valuable papers. Available in three- or four-drawer sizes, letter or legal file widths, with document inserts, cross trays for popular card sizes. These files carry the *best* of labels . . . Underwriters' Laboratories Class "C" (one hour) Fire Label, *with impact test*. Each drawer is an individual safe!

Catalog and prices on request.

THE HALL'S SAFE CO., INC.,
1642-A Cleveland Ave., N.W., Canton 3, Ohio
Successor to The Hall's Safe Co., Cincinnati

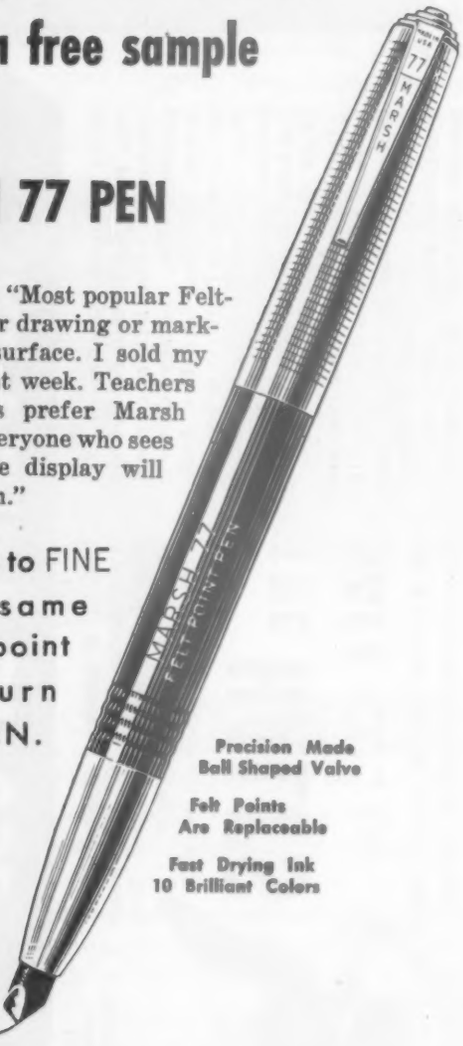
Hall's Insulated Record File

MARSH 77
Felt-Point Pen

this is your last chance to get a free sample of the MARSH 77 PEN

Dealers say: "Most popular Felt-Point Pen for drawing or marking on any surface. I sold my stock the first week. Teachers and students prefer Marsh 77. Nearly everyone who sees the attractive display will buy a 77 Pen."

BOLD to FINE with same chisel point by ¼ turn of 77 PEN.



Precision Made Ball Shaped Valve

Felt Points Are Replaceable

Fast Drying Ink 10 Brilliant Colors

FREE TO DEALERS

Free sample 77 Pen and retailer's discount sheet mailed on request. Fill in and mail the coupon below.

MARSH STENCIL MACHINE CO.
83 Marsh Building
Belleville, Ill., U.S.A.

Gentlemen: Attached is our business letter head. Please send me complete information and prices and a sample 77 Pen today.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Old Timers' Party

(Continued from page 19)

bound books. It was nothing to sell a 1,000-page journal or ledger. When you sold a bookkeeping outfit you generally sold a ledger, a journal, a cash book, a day book and an order book. With the big books of 1000 pages, you sold an arm rest. That made it possible to write down to the very last line, with your hand resting on the arm piece.

The waste baskets and the letter trays were made out of willow. The most popular ink used was called the combined copying and writing fluid. The ink had a very heavy body to it and you wrote your letters in long hand. It was transferred into a copying book with the aid of a moist cloth and press.

Recalls Inkwells

The inkwells, which we thought so wonderful, would be quite a curiosity today if you could find one. One of the most popular types was the Davis inkwell which had a float in it. You touched the float with the pen and it would bring the ink up. If you weren't careful when you reached over the inkwell you might accidently touch the float and squirt ink everywhere. Of all the inkwells sold during the years since I started, the banker's inkwell is the only one that is still merchandised in any quantity.

The ruler is still being sold but it has a metal edge. The rubber ruler is gone but we still have a few calls for the serrated-edge ruler. Paper clips were hardly known in those days. It was the practice to fashion sheets together by folding over one corner and making a small tear and then folding that over. About the only clips we had were the Victor corner fasteners, or the "C" and Fay clips. I remember we used to buy them by the barrel and it was my job to weigh them and transfer them to bags.

The old Hotchkiss No. 1 stapler later came out and was thought to be the world's greatest wonder. You had to pound it with your fist to cut the staples off and drive it through the paper. The next stapler I remember was the Sure-Shot which took a lighter staple and did a good job of fastening. We still have a few calls for them.

The red ink was always found in a glass inkwell with a round glass stopper. Someone was always pushing the stopper in too tight. Then you had to throw the well away as you couldn't get the stopper out without breaking it.

It was nothing to sell steel pens by the dozen or hundred gross. There was a great variety of nibs and also of penholders. Your bookkeeping demanded mostly a hard rubber penholder that was long and slender. You thought nothing of selling penholders by the gross to the large concerns. Another item that went along with the pens was the penrack. One was called the spiral, made of a thin piece of brass with a spring attached to it. This you tacked on the desk in order to slip the holders into the spring. The Diamond penrack stood up on your desk. You also had a penwiper. It was a glass dish filled with shot and you pushed the nib into it to wipe off the ink.

Used Dropper to Fill Pens

Later, fountain pens began coming onto the market. The Waterman Ideal, Nos. 12 and 14, was the first one I saw and sold. The No. 12 sold for $2.50 without the clip, which was $.25 extra.

You filled the pen with a dropper. There was only one ink for the fountain variety and it was blue-black. The gold nibs were considered the best on the market and I believe they were termed "hand made." It was back in 1915 or 1916 when we started selling colored fountain pen ink. Then, our fountain pen trouble began as people were always mixing the tannic acid ink with the analine dye inks. They

The control tower for your business is your office. To keep pace with the modern production methods and increased speed of this mechanical age, it needs to be designed to make most efficient use of floor space and personnel. Browne-Morse office equipment is especially designed to expedite work in the modern office. Its beauty, comfort, convenience and durability make your day's work faster and easier. Such careful office engineering and a 42-year reputation for quality have made the Browne-Morse Company known as Architects of Efficiency for America's Offices.

Browne-Morse COMPANY
MUSKEGON, MICHIGAN

ARCHITECTS OF EFFICIENCY FOR AMERICA'S OFFICES

Now . . . you can offer your customers all these features for only $187.50. Features that have made this easy-to-use, simple-to-service Roneo 150 Portable Duplicator world famous. Such features as a totally enclosed drum plus completely automatic inking plus Roneo's famous clogproof and leakproof SEMI-PASTE INK. The Roneo 150 also **reproduces continuous tone photographs.** Entirely self-contained, no separate loose covers. Feeds post cards to legal size automatically. There's also an automatic counter. Nothing to compare with it at this price! Entire machine weighs only 28 pounds.

Write in for details on dealer franchise.

ADDO MACHINE COMPANY, INC., 145 WEST 57th ST., NEW YORK 19, N. Y., Circle 5-6940

Exclusive U. S. Distributors; Roneo Duplicators, Addo-X Machines

counteracted each other and what came out of the pen was muddy water.

Another of the other early inks was Arnold's blue-black, shipped from England. You could hardly see where you had written until it had been on the paper for three or four days, when it would become black. Stephen's ink, which was not quite as popular as Arnold's, was very similar. I wonder how many stationers can remember Stafford's ink, very popular back in 1904 and 1905.

Typewriters Make Bow

Typewriters were coming into common use about that time and I had the job of delivering ribbons. In those days we had to put them on because the ribbons were so dirty to handle. For several months my hands were never free from the stain of the ribbons. When carbon paper came into use it was hard to convince people that the carbons would save time and money. So often people would shake their heads and say, "you can't prove anything with a copy."

The Kohinoor drawing pencil was the only one of its kind that I remember selling at that time. If we were to have the same trade pencil today I doubt the lead in it would sell for a $.05 pencil. Since then, pencil manufacturers have made a vast improvement in their lead, so that the equivalent grade of each manufacturer is about the same.

About 1915 the original automatic pencil was brought out by the Eversharp Company taken over by the Wahl Company later, a firm which had been making the pencils on contract. I remember how the salesmen had almost to get down on their hands and knees to beg people to buy them because the automatic feature was so new. Eversharp had two prices in pencils, one that retailed for $1.00 and the other for $1.50. It wasn't an easy matter to convince the public that an automatic pencil would save lead and time.

Much lead was sharpened away in the sharpener. We had one sharpener called the Planetary. It was comprised of a disk and one wheel at an angle and it broke about as many leads as it sharpened. Then, the Automatic Pencil Sharpener firm came out with a machine that had three knives. It sold for about $1.00 and we thought it was the wonder of wonders.

We knew nothing about loose leaf until about 1906 when different manufacturers tried to put loose leaf ring books on the market. The first ring book that we sold was made by a concern called the Hammacher-Hawkins Company, later purchased by C. S. & R. B., now known as Wilson Jones Company. The Hawkins of the earlier firm was Harold Hawkins, for many years vice-president and sales manager of Stationers Loose Leaf Company.

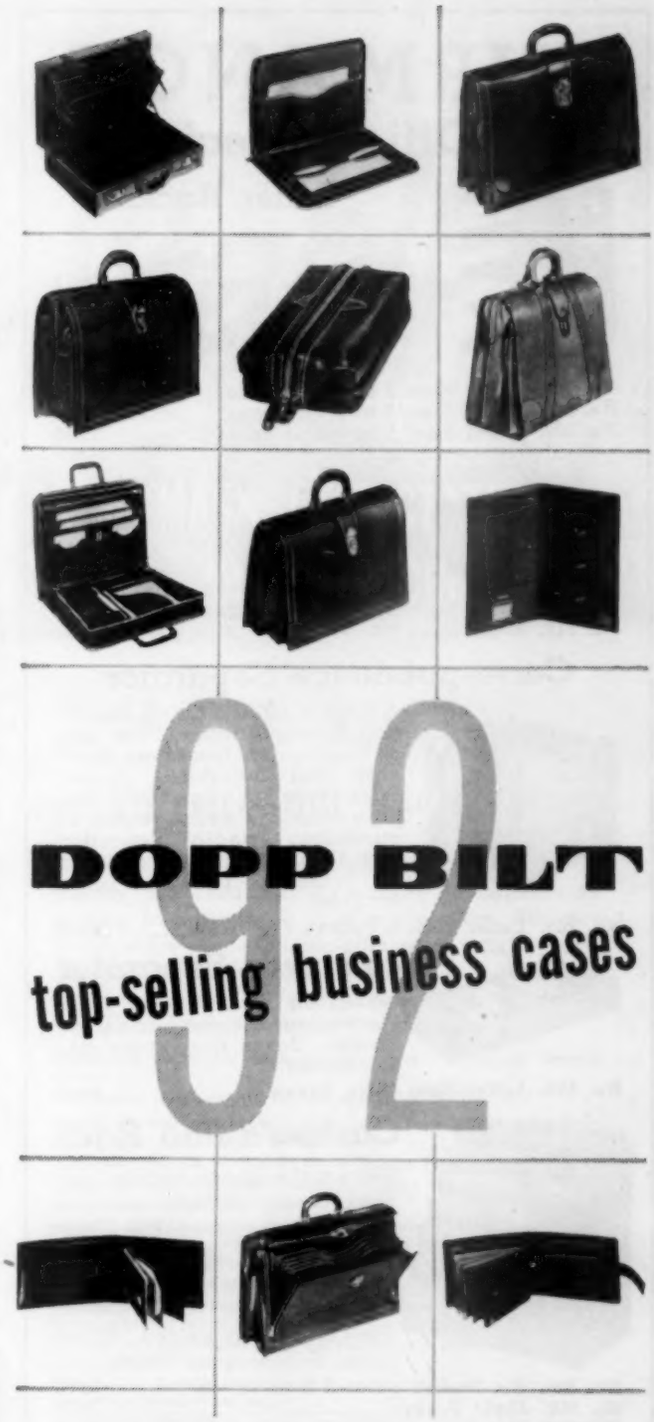
Met Early Arguments

All of the arguments presented against loose leaf made it hard for the stationers to put over the innovation but they finally did. Some of the "sticklers" were: "The leaves will tear out too easily . . . Loose leaf pages wouldn't stand up in court because you could take out the original pages and rewrite new ones to insert."

The corporation minute book was the hardest to sell. You couldn't buy one without a keyed filler and when this filler was used up it couldn't be replaced. It was necessary to break off the lock and make it a permanent book.

At that time all our memo books were all bound books and there were only two kinds—a pressboard or a leather-bound book. In the diary line there was the Excelsior diary which was published by Kiggins & Tooker, a firm that put out more than 700 numbers of such books. Now, National Blank Book Company publishes only about 150. Of course, a lot of the early numbers were of fancy leathers that we don't use today.

It was around about this same period that the National



• **Sell the line that's pre-sold** with prestige national advertising—
Write for catalog and price list today!

Nationally advertised

Charles Doppelt & Co., INC.

2024 S. WABASH AVE. • CHICAGO 16, ILL.

Showrooms: New York — 389 Fifth Ave. • Telephone MUrrayhill 3-5777
Los Angeles — 712 Olive St. • Merchandise Mart Building

CURMANCO
Steel Office Specialties

Letter Racks

CLEARS YOUR DESK FOR ACTION. Sorts, Classifies and Distributes the papers of your daily work. Sloping Trays Catch and Hold the papers. NO CORNER POSTS TO DODGE. Green, Gray or Brown.

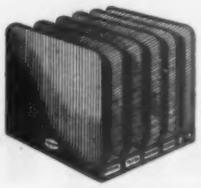
No. 102. Letter Size, 2 tray and base.....$5.50
No. 103. Letter Size, 3 tray and base.....$6.50
No. 104. Letter Size, 4 tray and base.....$7.50

Sorting Tray

For ready reference. Opens like a book. Instant contact with 1-31, A-Z, Monthly, or Tab Indexes. Corrugated bottom.

No. 115. Letter Size, Without Index, Olive Green....$4.00
No. 116. Legal Size, Without Index, Olive Green....$5.00

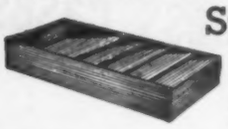
Correspondence Separator



A HANDY MEANS OF CLASSIFYING Correspondence. Price Lists or Catalogs for Immediate Reference. Not Adjustable. Special Sizes Made to Order. Many firms have simplified sorting routine by purchasing special Separators with 4" to 12" partitions and from four to thirty pockets. Olive Green Art Steel.

No. 105. Letter Size, 5 Pocket, 1⅝" Wide.....$6.00

Stationery Separator



Insert for desk drawer. Holds letter heads, carbon, and copy paper. Saves time, space and stationery.

No. 310. Letter Size, Olive Green.....$4.50

Cashier's Pad Rack

Every business has various pads, bank checks, receipts, contracts, partial payments, delivery and service forms. This rack holds each in a pocket easy to reach. Saves space and confusion. Art Steel electrically welded. All one piece. Hollow space inside.

No. 566. Six Pocket, packed 6 to carton.....$4.00
No. 568. Eight Pocket.....$5.00
No. 570. Ten Pocket.....$7.50

Center Drawer Desk Trays
ADJUSTABLE

Pins, Clips, Pencils, etc., quickly available without clutter and confusion. Art Steel Olive Green Finish.

PACKED 12 TO CARTON
No. 425 4x1⅞x18 to 31". Adjustable: 12 to carton....$2.50

ORDER TODAY—Distributed By
Associated Stationers Supply Company, Chicago 6, Illinois
Stationers Supply Co., Ft. Worth—Houston, Texas.

CURRIER MFG. CO.

2448 W. LARPENTEUR AVE. ST. PAUL 8, MINN.

Blank Book Company came out with a ring book that was considered quite a product and I believe it was called the Simplex. If it was to be put on the market today it would be called a monstrosity.

As the different manufacturers put ring books on the market there was no such thing as standard centering. Whenever you wanted sheets for your book, you would have to go back to the stationer where you bought the cover, and that might have been in Chicago, New York, California, or anywhere. Last summer I had the opportunity of going through the National Blank Book Company plant and seeing the great improvements which have been made since those early days.

Filing Has Changed

Our ways of filing in those yester years was very crude. The first product was the box file. Then, the Amberg people came out with a wooden cabinet having many drawers. They used an index system, similar to the ones used in the box file—breaking the alphabet up into as many as several hundred divisions. The first file folders that I can remember of were square cut. The letter files in which they were used were crudely constructed and the paper used in the folders were very light in weight.

Legal documents were all folded and put in document files. Lawyers' offices would have files stacked along the walls and extending clear to the ceiling. But today, they are filed flat and you can put way thousands in the space once used to file hundreds.

A stationery store then sold only office supplies and I mean just that. From the middle of November to the first of January there was very little business. The rush began after Christmas when everybody began to close the books for the year.

Box Stationery Innovation

One stationer whom I worked for thought it would be a good thing to try out something new. He went to a local paper company and bought a quantity of stationery put up in fancy boxes with a false bottom to make it appear that the customer was getting a lot. He did so well with it that the next year he put in a lot more. At first the other stationers laughed at him, but soon they were carrying it, too.

The bookkeepers who were the hardest to convince about using loose leaf books were the ones who utilized the old desks where you had to stand or sit on a high stool in order to do your work. Part of that equipment was the old brass cuspidor that invariably stood by the high desk.

Files Not Easy to Open

The first four-drawer letter files, when loaded, either took a man or a mule to pull a drawer open. A full-suspension drawer was unheard of. It was shortly after that when the sectional files were introduced in only two widths and two depths. Not too long ago, I saw some of these files for sale and I marveled at the grade of wood used. But when it comes to service our files of today are ever so much better than those of yesterday.

There always are a few stationers who are looking for greener pastures than the ones they are in. They wander off into lines that are far from stationery business—such as novelties, gifts, toys, and so forth. Just because these bring in some ready cash the proprietors lose sight of the office supply business.

Went Far Afield

I happen to know of several stationers who have wandered far afield, one of whom had a very good office supply trade and several salesmen. He expanded the social stationery department to include all kinds of novelties and gifts until the social stationery was almost lost sight of. The old

Dupli-Voice

Truly Portable!

HI-FI MAGNETIC DICTATING and TRANSCRIBING

AMAZINGLY LOW PURCHASE PRICE—ONE YEAR GUARANTEE

Before Dupli-Voice, you could only get the hi-fidelity performance and economy of magnetic recording in bulky tape or wire recorders. But now Dupli-Voice removes bulk, eliminates weight—gives you true portability! Dupli-Voice Erase-o-matic belts avoid tape tangles, wire breakage, give you hi-fidelity and convenience at the same time.

RE-USEABLE BELTS—Just dictate, transcribe, erase—re-use belts thousands of times!

PORTABLE—Weighs only 12 lbs., uses desk space only 5½" x 10".

SELF-EDITING—Erase feature permits dictator to make own corrections—perfect transcriptions every time!

EASY-MAILING BELTS—Mail 5 belts for 3c in no. 10 envelope.

COMPLETE REPRODUCTION CONTROL—Tuning lever for perfect reproduction, plus tone and volume control.

PERFECT REPRODUCTION—Replay belts repeatedly. No static or fidelity breakdown—belts impervious to temperature and humidity changes.

OPERATING SIMPLICITY—Secretaries become experts in five minutes with easy-to-operate, fingertip controls.

FINGERTIP MIKE PLAYBACK—Forward or reverse—dictation plays back thru mike at the touch of a button.

BACK-SPACE CONTROL—Transcriber has complete control of back-space—back-space as far as you want.

FOR SMALL OFFICES—Dupli-Voice is a complete, portable dictating and transcribing system in one unit.

FOR LARGE OFFICES—Dupli-Voice Erase-o-matic belts can save thousands of dollars a year—re-usable thousands of times.

Get money-saving, time-saving facts about owning a Dupli-Voice—cut out the coupon and mail for free booklet, "When Quality Dictates." Mail Today!

NO WIRE! . . . NO TAPE!

Amazing new Dupli-Voice features and advantages make it the best machine on the market. We are now establishing sales and service on a national basis. Dealer inquiries are solicited.

DUPLI-VOICE CO., INC. · ALGONQUIN, ILLINOIS
in New York: 95 Madison Ave.
in Los Angeles: 7120 Melrose Ave.

MAIL TODAY—NOW!
to Dupli-Voice Co., Inc. · Algonquin, Illinois

Please send me free booklet, "When Quality Dictates," which gives the money and time saving facts about Dupli-Voice.

Name_____

Address_____

City_____ State_____

by the maker of the famed PEERLESS series 6600 filing cabinets

For those of your customers who demand the finest in office furnishings, the Peerless Zephyr Line of metal desks and tables will satisfy every desire. These desks, constructed with the same care and workmanship which has made the 6600 Series filing cabinets so extremely popular, are designed to combine great working convenience and rare beauty.

The top surfaces are of heavy "Peeroleum" to assure a long-wearing, smooth working area. The Satin aluminum molding and trim accent the baked-on finishes, further highlighted by the functional and distinctive hardware.

Heavy gauge steel tops and panels are welded to a series of strategically located steel reinforcing channels to form a rugged construction resistant to years of hard usage.

Island base supports are designed to permit full freedom of movement while providing structural stability. Adjustable glides simplify leveling.

Be sure to show your customers these truly handsome desks; you will find that they will practically sell themselves!

PEERLESS STEEL EQUIPMENT CO.

6602 Hasbrook Avenue, Philadelphia 11, Pa. New York Chicago Dallas Los Angeles

customers couldn't get what they wanted and went elsewhere.

Quite often, stationers forget that they haven't trained their help to become efficient. A good stationery clerk should have some knowledge of bookkeeping and office work so that he can help customers with problems along these lines. If the clerk is well trained he can be of great help to the customer in choosing proper equipment for his office—thus increasing his own sales.

I have been in the buying end for quite a few years and have worked up every step of the ladder. One thing I have learned is that when you are a buyer or merchandise manager, you must not buy for yourself but must keep in mind what the customer wants. If the salesman knew the merchandise and all its points they could go about selling it more intelligently.

Why Not Keep Good Men?

I have trained quite a few men in my time who are, and have been, successful stationers and salesmen. These men have become competitors of the firms with whom they started. These firms have never paid their men decent salaries and preferred to let them become competitors instead of paying them more. In every case these men took 90% of the customers they served with them. If the stationers would change their ways and do differently than they have in the past 50 years—not letting these men become competitors . . . and gave them 10 or 20 shares of stock in the company with the privilege of voting and receiving dividends—they would be sure of holding these good men and keeping them interested in the business.

Don't send out new salesmen with your best salesmen. The experienced men make selling look so easy that the new man becomes discouraged when he doesn't get the orders. He hasn't yet acquired the knewledge of how to land business.

Wary of "Small Stuff"

I was giving a salesman special deals in office supplies to work on at one time and later I found them all in his desk. I asked why he hadn't worked on them and he said he wasn't interested in small things, only the big orders. A short time after that he was out of a job.

There are salesmen who do not think much of the small repeat stuff and they only want to sell office furniture, filing cabinets, safes, and so forth. But when business is slow they go back and try to pick up the small stuff only to find that the other salesman has gotten to that customer first. Too many salesmen are allowing themselves to be oversold by their competitors because they have not been schooled on all the talking points of what they are selling.

Business methods used to change very slowly and not many new items came on the market at a time. There would be no decided changes within a period of five years. Today, things are changing every minute—both methods and ideas. In the last three or four years there have been more changes than there were in the previous 15 years.

Changes Have Been Made

Blank books are on the decline. Machine bookkeeping is taking their place. Between the machine bookkeeping, typewriters, ball point pens, and so forth, the ink business has been greatly affected. There are many other changes in items that have gone off the market, but the list is too long to mention here.

It has been very interesting for me to go back over the years and recall from memory alone all the things that have happened . . . all the firms that I have known . . . and those who have gone out of business. Most of the firms went out because they could not keep up with the fast-changing times.

for *Hand Written* records

HANO

. . . the COMPLETE line of autographic registers

Don't try to sell a "just as good" . . . sell a Hano register in the exact size and type to fit your customers' needs. Sizes range from the 4 5/16" width Porta-Pak for simple "on the job" record-keeping, to the 8½" x 11" locked-in-copy Refolders for counter or desk use.

- **Hano forms are tailor made to fit all types of autographic registers . . . they look better, work better and *sell* better.**
- **Write today . . . find out how established stationers have profited from today's *best* line of registers, forms, carbon rolls and supplies.**
- **Some dealerships open in midwestern, southern and southwestern areas.**

PHILIP *Hano Company*

HOLYOKE, MASSACHUSETTS INC.

Meetings and Dinners

Continued from page 74

to coordinate ICRDA activities. It also publishes the ICRDA NEWS on a monthly basis which contains items of interest to all cash register dealers. The ICRDA distributes technical information, such as mechanical aids to all members and generally keeps its members informed as to conditions in the cash register industry.

On Saturday afternoon, the Sweda Cash Register Company held a sales meeting for its dealers attending the ICRDA meeting. Eric Wahlquist, president of the Sweda Cash Register Company of Chicago, addressed the dealers and outlined future plans of the company. One of the very important announcements was the fact that a new plant is to be built in the Chicago area, and construction is to start within the next 60 days. The dealers were shown architects' drawings of the proposed building. At the dinner that evening, Sweda Cash Register Company presented an award to Fred Jay, president of Cash Register Sales of Chicago, the most outstanding dealer of the year award.

Introduced at the ICRDA meeting were the new Huggin itemizing cash registers. Mr. Elson, president of the Elson Register Corporation of New York, who is distributor for the Huggin register, displayed the two models. Assisting Mr. Elson in the demonstration was Gustave Sandemar, president of Products from Sweden who is working with Mr. Elson and the Huggin Company. Dealerships are available in the United States and Canada. Any dealers interested can write the Elson Register Corporation, 444 Fourth Ave., New York City.

Kyle Leeds of the Federal Cash Register Company displayed three models of the salesmen's folding trucks which his company are now manufacturing. These trucks are a wonderful help for salesmen taking cash registers or other heavy equipment out on demonstration. These trucks are collapsible for ease of handling, and are light in weight, making it ideal for this purpose.

The next meeting of the Independent Cash Register Dealers Association will be held in the spring in New York City. The meeting will take two days, and will be held in the latter part of April or early May. All indications are that the attendance will be the greatest in the history of the association.

Present Philadelphia NOFA Training Certificates

Reported by Horace Laurence

Forty-one were present for the dinner meeting of the Philadelphia Chapter of NOFA and the graduation ceremonies for the class of 1953 in the sales training course held Monday, December 14, at Bookbinders restaurant.

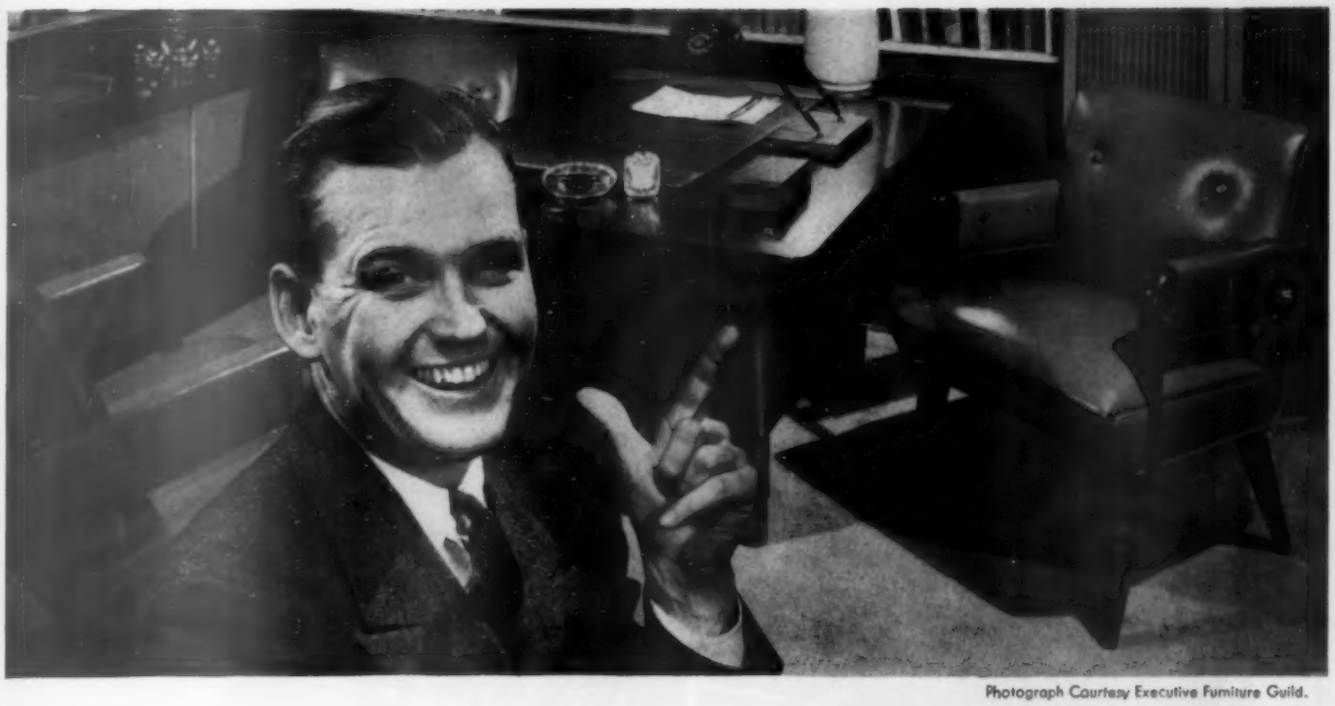
In attendance were Wesley Scott, head of the distributive education department of the school district of Philadelphia, adult training division; his assistant, Mr. Coates; Sidney Weiss, training course instructor, and Jack Stockman, district manager of Brown & Bigelow.

Mr. Scott discussed the sales training course advantages under the title, "We Live to Learn." Jack Stockman talked on comparative selling—"We can either sell down to the low-priced nickel level or sell up to the quality apple."

Sidney Weiss, director of the course, was presented a gift certificate by past president David Einstein of the NOFA Chapter.

Each graduate of the sales training course received a certificate tie courtesy of Cole Steel Equipment Company, a desk memo pad and pencil set from Peerless Steel Equipment Company and cigars from Sid Lichtenstein, manufacturers' representative.

The graduates were George Home, Ray Kersey, Joseph



Photograph Courtesy Executive Furniture Guild.

Why not sell the real thing?

GENUINE LEATHER-UPHOLSTERED FURNITURE RETURNS 5 TIMES MORE PROFIT WITH THE SAME SELLING EFFORT

● No other material can match the beauty and wearability of genuine upholstery leather. And no other material offers you leather's extra profit on every sale. Actual dollar comparisons *prove* that leather-upholstered pieces give you 5 times greater profit than the same furniture covered in substitute materials.

Genuine leather means more sales because it practically sells itself.

Customers who know quality know that leather costs less in the long run. That's why office furniture in genuine leather more than returns its slightly higher initial cost—in executive suites and wherever else upholstered furniture is used. Leather lasts longer—stands up to heavy wear—resists tearing and flame. More important—genuine leather actually *improves* with age and use . . . becomes even softer and more comfortable with time . . . retains its beauty for years with little care. And colors in leather keep their beauty without fading, without loss of depth and brilliance. So why lose money selling anything but genuine leather-upholstered office furniture?

WRITE FOR FREE BOOKLET

This new booklet, "All About Genuine Upholstery Leather," contains some sales-provoking facts about leather. It also contains results of impartial testing which prove genuine upholstery leather is the best buy for you and your customers. Write for it today. There's no obligation.

Only Genuine Upholstery Leather Wears as Well as It Looks

- AMERICAN LEATHER MFG. CO., Newark, N. J.
- THE ASHTABULA HIDE & LEATHER CO., Ashtabula, Ohio
- BLANCHARD BRO. & LANE, Newark, N. J.
- EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich.
- GARDEN STATE TANNING, INC., Pine Grove, Pa.
- GOOD BROS. LEATHER CO., Newark, N. J.
- THE LACKAWANNA LEATHER CO., Hackettstown, N. J.
- RADEL LEATHER MFG. CO., Newark, N. J.
- RASER TANNING CO., Ashtabula, Ohio
- Suppliers of finished leather.

THE UPHOLSTERY LEATHER GROUP, INC.

141 East 44th Street, New York 17, N.Y.

Please send your new booklet "All About Genuine Upholstery Leather." No obligation of course.

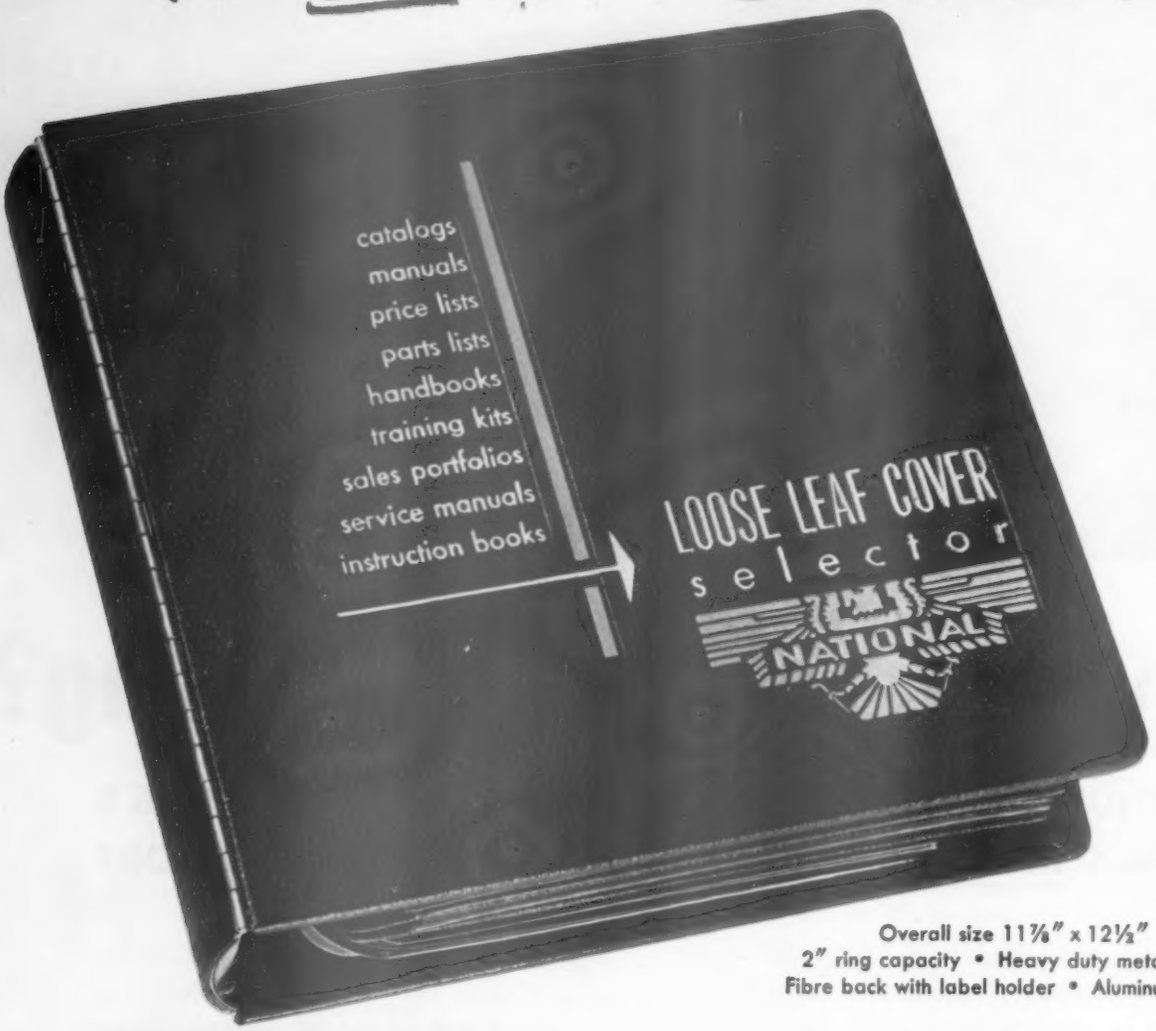
Name_____

Company_____

Address_____

City_____ Zone_____ State_____

To See is to SELECT!



Overall size 11⅞" x 12½"
2" ring capacity • Heavy duty metal hinge
Fibre back with label holder • Aluminum lifters

NATIONAL

Lets Your Customers *See What They Want* with this New Catalog Cover Selector

Showing a swatch or sample to make a sale is good business in any field. That's what National has done to boost your catalog cover business with this better, complete Catalog Cover Selector. It shows a diverse line of binding materials, color stampings and index tabs — makes it easy for sales, advertising, promotion people and others to say, "This is the right catalog to represent our organization!" See your National representative or write for complete details.

Includes:

- 25 rich binding materials identified by code number
- Illustrations of all stock mechanisms and styles of binders
- 7 colored stampings on acetate sheets to place over various bindings to check different effects
- 12 cover panels which show different types of stampings —
  Straight Stamping, 1 or 2 colors
  Embossed and Stamped
  Screened on smooth materials
  Embossed and screened on smooth or grained materials
- Indexes . . . printed insertable or printed-celluloid-leather and copper holed reinforced

NATIONAL BLANK BOOK COMPANY

NATIONAL

HOLYOKE, MASS. • BOSTON • NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA

McCarron, C. Matola, Bill Sarka, William Shields, Eugene Stern, Mike Stumpf, Irwin Schwab, Andrew Vollmer, Russell White, L. B. Allen, Bill Adams, Stanley Cardonick, Bob Firth, Herman Dubin, Harry Tubis, Larry Caldwell, Leonard LaFair, David Einstein, Morris Kretchmar and George Anderman, Jr.

National Office Furniture Week discussion was led by Leonard LaFair and Larry Caldwell.

Honor G. B. Wray at Federation Dinner

George B. Wray was the guest of honor at the annual dinner of the Office Furniture Division of the Federation of Jewish Philanthropies on December 15, 1953, at the Delmonico Hotel, New York City.

The dinner was the high point of the division's efforts in behalf of Federation's current $16,950,000 campaign to help support its network of 116 hospitals and welfare agencies.

Mr. Wray, in addition to receiving a specially engraved testimonial plaque in recognition of his outstanding services in behalf of Federation, was the surprise recipient of a silver

George B. Wray

loving cup. The cup, a gift from Mr. Wray's friends in the industry, was presented to him by Seymour Nathan, of Charles Nathan, Inc.

Bernard H. Nemlich, of Regan Furniture Company, presented the plaque from Federation to Mr. Wray.

Moe Turman, Metwood Office Equipment Corporation, division chairman, presided and thanked the division members for their generous response to Federation's needs.

Guest speaker was N. S. Ancell, chairman of the board, T. Baumritter & Company, who noted that Federation has recently completed a $33 million building program which had added 54 new facilities and services to its network of institutions.

Federation agencies now serve over 575,000 men, women and children of all races and creeds, Mr. Ancell asserted.

This great humanitarian endeavor must raise $2,450,000 more than was raised in 1952 to meet the demands of rising costs and to maintain its program of expanding services that are doing so much to improve the health and welfare standards of our community, Mr. Ancell said.

Syracuse Dealers Hold Annual Meeting

The annual dinner of the Stationers and Office Equipment Dealers of Syracuse, N. Y., was held December 8, at the Syracuse Hotel. Total attendance was 152.

A meeting for dealers only, with 28 attending, was held in the afternoon. Walter Miller, Otto Ullbrich Company, Inc., Buffalo, N. Y., president of NSOEA served as moderator on a round table discussion of matters pertinent to dealers only.

A cocktail party and dinner in the Grand Ball Room of the hotel, followed. Guest speakers were Howard W. Gunlocke, president of the W. H. Gunlocke Chair Company and Walter Miller. At the speakers' table were George J. Schmieg, Syracuse Office Equipment Company, governor of district two; Harry F. Sanner, Sanner Office Supply Co., Erie, Pa., vice-governor of district two; Samuel Abramson, Standard Office Supply Co., Syracuse, chairman of the December meeting; Eldred Cole, Cole Typewriter Company,

IT'S NEW!
It's A Potent Profit Maker!

Maso's NEW
De Luxe Line Of
BUSINESS MACHINE STANDS!

THE IDEAL STAND

For Electric: Billers, Bookkeeping Machines, Calculators, Typewriters and Other Costly Office Machines!

De Luxe Model No. 2000-C All Steel-1 Drop Leaf, and Cups & Channels.

Other Models Available With 2 Drop Leaves For Billing Machines And 35½" High For Stand Up Work!

write for catalog

Maso Steel Products
Chicago 4, Illinois

TO DEALERS EVERYWHERE

Please Accept Our Heartfelt Thanks For Your Generous Patronage Through The Years!

Your Business and Support Are Highly Regarded and Gratefully Appreciated!

May 1954 Be A Happy And Prosperous Year For Each And All Of You, Is Our Sincere Wish!

J. W. Murray John F. Burke
For:

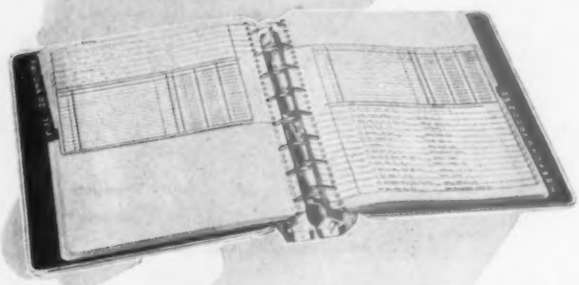
MASO STEEL PRODUCTS
53 W. Jackson Blvd.
Chicago 4, Illinois

LOOKING FOR PROFITS?

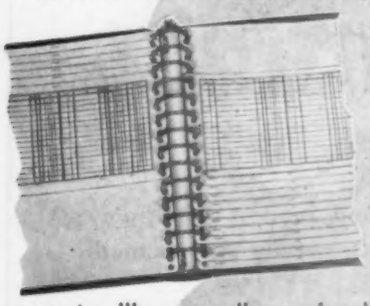
HERE'S A CLUE

STOP Searching FOR Records!

CESCO'S speedy visible systems keep ALL your RECORDS at your FINGER-TIPS.



CESCO'S FLAT-RITE is the best of all visible binders — as many as 1500 records in one binder, 40 records visible at a time, flatter writing surface, "Automatic Shift" for rapid sheet changing. Pays for itself many times over as a time and money saver.



CESCO'S Ring Visible Binder for smaller systems of a few hundred records, or large installations split into many units. Budget priced, it operates like an ordinary ring binder; has portability; flat working surface; flexibility — over a hundred uses.

With CESCO'S Visible Systems, you USE RECORDS, not merely keep them.

SEND FOR CATALOGS AND PRICES OF VISIBLE BINDERS AND EQUIPMENT.

LOOSE LEAF Cesco EQUIPMENT

THE C. E. Sheppard CO.

44-07 TWENTY-FIRST STREET · LONG ISLAND CITY 1, N. Y.

Syracuse; Luin Shubmehl, Syracuse Office Equipment Company; Ballard Spencer, Jacobs Office Equipment Company, Syracuse, and Irvin Whitfield, Bardeen's, Syracuse. All are officers of the Syracuse association.

Elect New Great Lakes Travelers Officers

The Great Lakes Travelers Club in special election meeting Wednesday noon, December 30, elected Walter Lennartson, editor of OFFICE APPLIANCES, as the new president. He succeeds Ken Reister, Minnesota Mining & Manufacturing Company.

New Officers Take Helm in GLTC . . .

TOP PICTURE—front: Earl Hanson, third vice-president; Bob Reynell, first vice-president; Walter Lennartson, president; Doug Allen, second vice-president; rear: Ray J. Eichenlaub, comptroller; Al Cade, treasurer; Harry Hoffman, secretary. BOTTOM PICTURE—Ken Reister, retiring president, turns the gavel over to his successor, Walter Lennartson.

Other officers elected are:

First vice-president—Bob Reynell, Oxford Filing Supply Company, re-elected.

Second vice-president—Doug Allen, American Pad & Paper Company.

Third vice-president—Earl Hanson, manufacturers' representative, re-elected.

Secretary—Harry Hoffman, Joseph Dixon Crucible Company.

Treasurer—Al Cote, Reyburn Manufacturing Company, re-elected.

Comptroller—Ray J. Eichenlaub, Service Steel Products Company, re-elected.

Regular meetings of GLTC are held each Friday noon at Toffenetti's Triangle Restaurant, 65 W. Monroe St., Chicago.

Chicago Stationers Hold Christmas Party

Following a custom of several years standing, the Stationers Club of Chicago held its Christmas party at the Erie Cafe, Chicago, on Friday evening, December 18. About 100 were present to enjoy the festivities.

President Phil Sol, Sol Office Supply Company, called for introductions by way of each one in turn introducing the man at his left. Among the special guests presented were Bert Hallin, Hallin Associates, governor of NSOEA Dist. No. 6, and Ken Reister, Minnesota Mining & Manu-

Any way you figure— it's Marchant!

Whatever your figurework requirements, there's a Marchant exactly suited to your needs... at a price soon repaid in greater work output.

It's Simple!

Operating a Marchant is as simple as child's-play. With a little practice, anyone in your office can become an efficient operator.

It's Fast!

Marchant's quiet, smooth-running dial design gives you calculating speed up to twice that of other calculators.

It's a Buy!

Dollar for dollar, Marchant gives you more time-saving, built-in automatic features with guaranteed accuracy control.

There's a Marchant Man nearby. He's ready to prove—by a free trial on your own work — that Marchant's your answer... any way you figure!

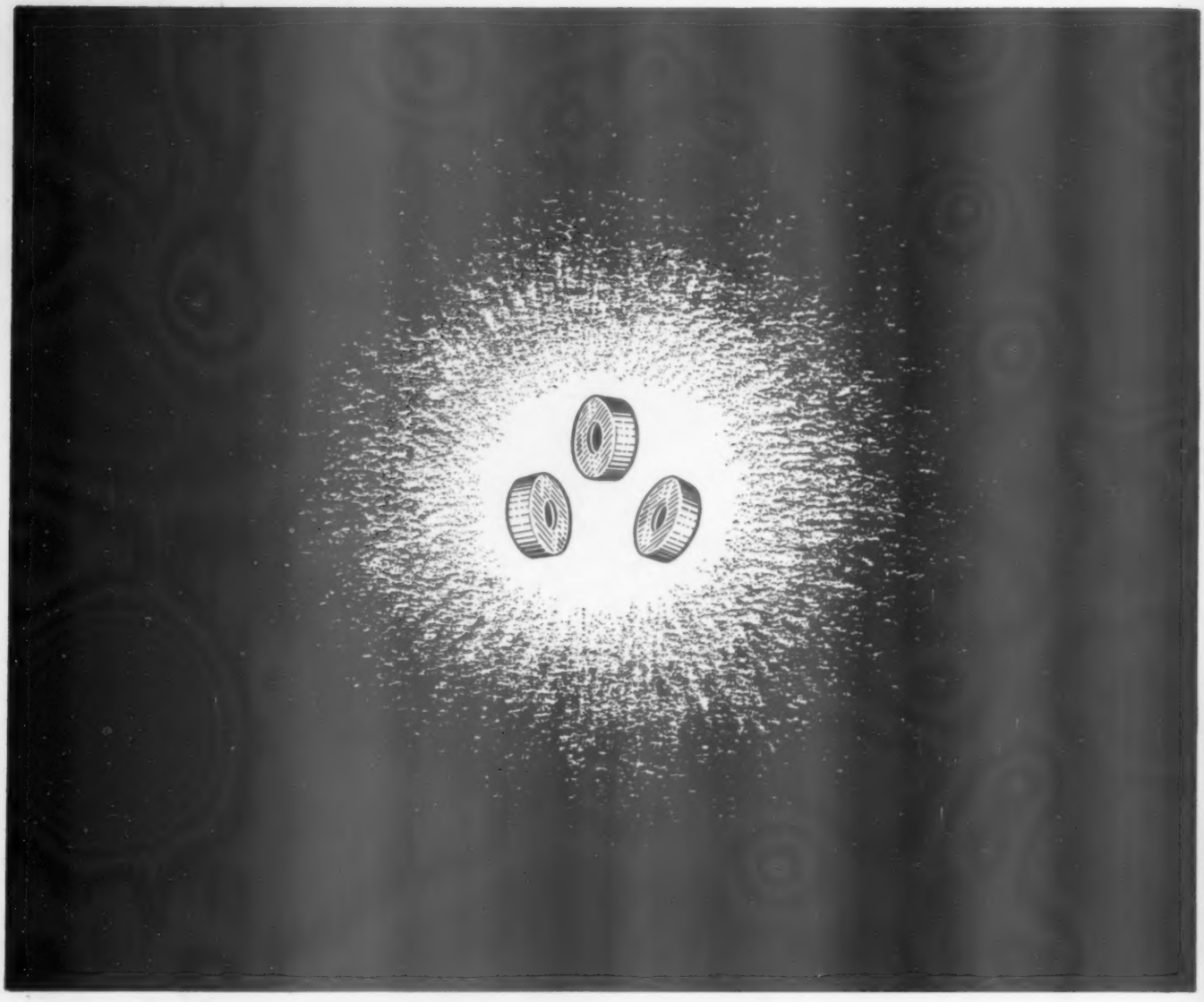
MARCHANT AMERICA'S FIRST Calculators

Just mail this coupon with your business letterhead to get your free...

GUIDE TO MODERN FIGURING METHODS . . . . . ☐

ILLUSTRATED BOOKLET ABOUT MARCHANT CALCULATORS ☐

MARCHANT CALCULATORS, INC.
OAKLAND 8, CALIFORNIA P 1



These little rollers make a big difference

IN THE H-O-N BOOKCASE MODEL 48B

In keeping with its handsome design, solid construction, and excellent finish, this H-O-N Bookcase is now equipped with improved roller bearing door slides.

With a touch of the finger the two heavy glass doors glide open and closed on these rollers.

Here, indeed, is quality steel furniture that blends into the decor of any office. The H-O-N Bookcase 48B will impress your customers with a degree of quality that makes the reasonable price a real value for them.

Demonstrate this smooth-rolling action on your sales floor during the present selling season. Order 48B Bookcases at $64.50 list today from The H-O-N Co., Muscatine, Iowa. (Price slightly higher in the West)

THE H-O-N COMPANY **H-O-N** OFFICE EQUIPMENT MUSCATINE, IOWA

facturing Company, president of the Great Lakes Travelers Club.

Little booklets containing the words of over 100 songs, old and new, were at the table places. Art Olsen, Olsen's Office Supplies, Inc., Forest Park, Ill., started some singing by asking all graduates of Dale Carnegie courses to get into the act. During the meal individual groups throughout the banquet room indulged in singing, often in friendly competition with other groups.

After the dinner, Red Hackett, "The Red Headed Story Teller," entertained with some tall tales. Then Jimmy Thompson, playing card manipulator extraordinary, showed why amateur gamblers never win.

Clary Completes Management Clinics

In a series of three meetings which were attended by its branch managers across the nation, the Clary Mutliplier Corporation has just completed its initial round of "branch management clinics," J. W. Stallings, general manager of distribution, announced.

"These 'clinics'," Mr. Stallings explained, "are a part of our plan to expand our sales organization through the recruitment of both trainees and men experienced in selling business machines. Our managers are being strongly encouraged to hire only those men who are capable of themselves becoming branch managers. We seek only men of outstanding sales ability."

Pictured at Clary Multiplier Corp. "Clinics" . . .

TOP—First "branch management clinic" of Clary Multiplier Corp., held in Chicago with mid-western branch managers and home executives present. At the banquet are (left to right): Richard D. Dodge, assistant to J. W. Stallings; Mr. Stallings, general manager of distribution; Hugh L. Clary, president; BOTTOM—Shown in attendance at the Oakland, Calif., "clinic" are: J. J. Blum, Sacramento; Lionel Domreis, Salem; Donald Kintner, field training specialist; Alfred Riba, salesman, Los Angeles; B. J. Leavitt, Oakland; R. A. Kinsman, Portland; C. L. Coburn, Jr., Denver; J. W. Stallings, general manager of distribution; R. D. Dodge, assistant to Mr. Stallings; J. L. Jackson, western regional sales manager; C. J. Blum, Jr., Seattle; Bruce Morgan, Salt Lake City; Harold Sollway, salesman, Seattle; R. F. Wayland, Phoenix; W. S. Watkins, San Francisco.

Managers from 28 branches were present for the "clinics," which are one phase of the long range man-power development program instituted by Mr. Stallings in September.

The "clinics" are an unusual type of sales meeting in that managers participate in five days and nights of tests and trials designed to increase their effectiveness as supervisors —instead of merely listening to speeches and looking at charts, he explained.

During each of the clinics, the managers interviewed ap-

A proven way to accumulate money

Sell

"STEEL-STRONG"

COIN HANDLING SUPPLIES

Sold exclusively through Stationers and Office Supply Dealers for over 40 years

COIN HANDLING ACCESSORIES

Seal Presses • Lead Seals • Downey Change Trays
Teller's Moisteners • Currency Rocks
Manual Coin Counters • Packaging Trays
Linen Shipping Tags

COIN WRAPPERS

Old Style • Rainbow • Automatic • Duzitall
Kwartet • Tubular • Gunshell

BILL STRAPS

Federal • Colored • Banding

Write for Information!

THE C. L. DOWNEY CO. HANNIBAL, MO.

1 MILLION

'54 STARK CALENDARS are in use Today!

Did you get your sales share?

It pays to keep your eyes on STARK CALENDARS all year 'round

A quality line of stands and pads featuring all popular styles and sizes. Calendar pads are lithographed—on high-grade bond paper with the date in red and the monthly calendar in blue.

Fast, 2-color lithograph printing enables us to give you the best in quality and prompt service.

write or phone for complete details

"IN CALENDARS THE QUALITY MARK IS STARK"

STARK CALENDARS *incorporated*

100-112 BISSELL ST. • PHONE 3-0654 3-0655 • JOLIET, ILL.

La Salle Top Quality STEEL AND WOOD

Smokers—Ash Trays and Costumers

No. 260—All Metal. Wire screen serves as cigarette rest. Overalze ash receptacle, 7¾" outside diameter, 2½" deep, can be emptied and replaced in a few seconds—merely lift receptacle and removable screen. 9" weighted base. Overall height 23". Finishes: Bright or Satin Chrome, Statuary Bronze Plated, Golden Bronze. Chrome plated screen with all finishes.

All Smokers individually boxed.

WRITE FOR CATALOG OF COMPLETE METAL AND WOOD LINE

LA SALLE PRODUCTS CO.

2216 N. Clybourn Avenue Chicago 14, Ill.

The Wise Dealer Profits with

"Supreme of Maspeth"

THE MOST COMPLETE LINE TO MEET EVERY REQUIREMENT

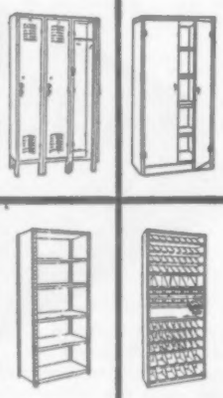
Steel

LOCKERS

CABINETS

SHELVING

PARTS BINS



Write for Catalog and Price List

SUPREME STEEL PRODUCTS, INC.

52-85 74th Street, Maspeth 78, Long Island, N. Y.

plicants for new sales posts and performed other essential tasks under the scrunity of home office officials.

"We are introducing a new, exhaustive technique of selecting salesmen who can become top-grade sales executives," observed Mr. Stallings.

"We will hold these 'branch management clinics' again, in 1954," he said, "at which time we can assess the value of these conferences in terms of the number of highly capable men we have acquired in the interim."

Mr. Stallings was in charge of all three meetings; aiding him were his home office assistant, Richard D. Dodge, eastern and western regional sales managers Robert T. Pratt, New York, and J. L. Jackson, San Francisco, and James Reed, director of personnel.

Branch managers present at the three "clinics" were:

Chicago, November 9-13 . . . Paul Reichle, Chicago; James Funke, Milwaukee; Wilbur Long, Minneapolis; Jay C. Jones, Kansas City; L. J. Wood, Dallas; Edward Newton, Houston; Ralph Blanchard, Cincinnati; Ray Alpert, Cleveland; George Reight, Columbus; George McCafferty, Pittsburgh.

Newark, November 16-20 . . . J. B. Collins, Newark; S. J. Belle Isle, New York; W. F. Larkin, Jr., Boston; W. P. Lamb, Jr., Philadelphia; R. W. Beers, Washington, D. C.; Ray Terrell, Atlanta; J. W. Clauss, Buffalo; W. J. Boylan, Detroit.

Oakland, December 14-18 . . . B. J. Leavitt, Oakland; W. S. Watkins, San Francisco; J. J. Blum, Sacramento; R. F. Wayland, Phoenix; R. A. Kinsman, Portland; C. J. Blum, Jr., Seattle; Lionel Somreis, Salem; C. L. Coburn, Jr., Denver; Lynn Coleman, St. Louis; George Alton, Los Angeles.

COMDA Recalls Miner to Presidency

At the regular monthly meeting of the Chicago Office Machine Dealers Association, held in the Maryland Hotel, Chicago, on Tuesday evening, December 8, 1953, the following were elected officers for 1954:

Harvey Miner, Miner Business Machines Company, Kankakee, Ill., president; Jack Taylor, "Teeter the Typewriter Man," Hammond, Ind., vice-president; Willard Kunze, Southtown Typewriters & Appliances, Chicago, secretary, and Albert Tangora, Evanston, Ill., treasurer.

Harvey Miner

After some general discussion, President-elect Miner spoke on management and operating methods for office machine dealers. He outlined a number of program ideas for future meetings, including sessions on tax problems, financial procedures, sales fundamentals, window displays, store locations, and advertising. The tax problems program was scheduled for the January meeting.

A motion was approved to take record proceedings of each meeting for mimeographing and distributing to those who attend the following meeting.

The stolen machines problem and several others were discussed at length. The meeting was adjourned at 10:10 P.M.

Remington Rand Holds Two Sales Schools

Detroit and Cleveland were the settings for two Dealer Sales Division meetings held by Remington Rand Inc. Over

300 POUND CAPACITY

Sturdy Steel Construction. Durable wood top and leaves. Dimensions 38" x 17" with leaves extended. Height — floor to top 26".

MACHINE HOLDER and GUARD RAIL

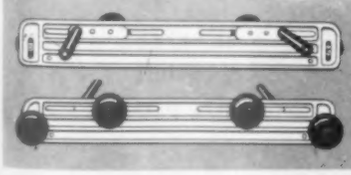
Optional features. Retails machine in vise-like grip.

NO SWING NO SWAY This MODERN Way

Engineered for strength. Built to hold heavy machines—yet mobile even with the machine in place. Rolls on ball bearing casters.

SAFETY DOME

Handy lever retracts casters into dome, locking stand firmly to floor.



OFFICE MACHINE STANDS

by

Cramer POSTURE CHAIR CO., Inc. 1205 Charlotte Kansas City 6, Mo.

Sharpens Pencils Like Magic!

SELLS ITSELF

AMAZING!

COMPLETELY AUTOMATIC

Electro-Pointer

World's Finest Electric Pencil Sharpener

"PROVEN THROUGH 13 YEARS OF SATISFACTORY SERVICE"

Beautifully designed . . . Ruggedly built . . . Indestructible inner-unit alloy Castings. Specially designed . . . Highest quality, precision-ground, case-hardened cutters with pencil point adjustment . . . Sealed-in, finest type Mercury Switches . . . Eight foot, Tandem extension cords, strong, rubber-sheathed with protective strain relief . . . Specially developed, self-balancing, non-stalling, Universal type Motor (AC and DC current) . . . Rubber-felt base pad . . . Extra large shaving-receptacle drawer . . . Ingenious pencil size-changing device . . . Beautiful, streamlined, Black Bakelite Case.

JUST DISPLAY IT . . . IT WILL SELL ITSELF

WRITE TODAY FOR COMPLETE INFORMATION

STILE-CRAFT

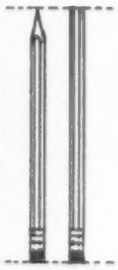
MANUFACTURERS INC.

1825 MACKLIND AVE. • ST. LOUIS 10, MO.

FOR ALL WHO USE WOODEN PENCILS

Office Personnel	Executives
Draftsmen	Accountants
Architects	Artists
Engineers	Teachers
Housewives	Students

Professional Men



STARTS AUTOMATICALLY, SAVES TIME, NO WASTE

Just insert pencil and electro pointer automatically starts . . . no slow cranking . . . then check length of new sharpened pencil against new unsharpened one . . . No waste.

SHARPENS VARIOUS SIZE PENCILS

68 dealers and their sales personnel from Detroit and surrounding area convened for a sales school held at the Detroit-Leland Hotel. H. W. Barnes, director of sales education, conducted the school, assisted by J. S. Rich, branch supervisor of sales; R. Allen, Jr., sales representative and R. W. Webb, Victor district sales manager.

A detailed review of the products of the Dealers Sales Division and effective sales and merchandising methods were the basis of five meetings recently held at the Hotel Carter, Cleveland, for Ohio dealers and their salesmen. This five day school was also conducted by Mr. Barnes, who was assisted by S. H. Ryan, sales supervisor and John Amorosino, district sales manager for Victor Safe & Equipment Company.

Mayline Company Holds Christmas Party

The 14th annual Christmas party for employees of the Mayline Company, Sheboygan, Wis., was held Friday, December 18, at Riverdale.

Festivities began with a dinner at 7:15 p.m., with the highlight of the evening coming in an announcement from E. H. May, president of the firm. Mr. May announced the distribution of a bonus and thanked the employees for their loyalty, co-operation and company spirit. An additional 10-year service award went to Mary Leskovec.

Entertaining during the evening were Lillian Rockenbach, who sang a solo; Joseph Palubicki, who played the concertina; and "Professor" Russell E. Oakes, humorous speaker, who amused listeners with his many inventions.

Members of the committee in charge were: Harold H. Mais, chairman, and William A. Wendland and Henry Ruehr.

New York NOFA Chapter Enjoys Holiday Party

Some 180 members, their wives, guests, employees, manufacturers and their representatives attended the annual holiday party and dance of the New York Chapter, National Office Furniture Association. It was held on Monday evening, December 7, in the Baroque Room of the Brass Rail Restaurant, New York City.

Warm, friendly Yuletide holiday spirits prevailed and a festive occasion it was from start to finish with music, singing, entertainment and good fellowship.

Preceding the gala affair a reception and cocktail party was held in the lounge adjoining the Baroque Room. Ben Itkin, Itkin Bros., Inc., chairman of the entertainment committee and master of ceremonies, called upon President Dan Waldner, D. Waldner Company, for a few words.

President Waldner briefly reviewed the progress of the New York Chapter and its past leaders who had the foresight to visualize the far reaching results of trade associations. In conclusion he expressed his pleasure and appreciation in being privileged to serve for a second term as president.

He then called upon Executive Secretary Mildred S. Zich, The Westcort Company, and presented her with a beautiful gold evening case with all the fittings on behalf of the New York Chapter, in appreciation of her untiring services. Moe Turman, Metwood Office Equipment Corporation, past president of both NOFA and the New York Chapter, recalled past years and the growth of the New York Chapter from a small membership. He took occasion to compliment and thank Mrs. Zich for a splendid job well done.

President Waldner then welcomed back First Vice-President Charles S. Nathan, Charles S. Nathan, Inc., who has fully recovered from his illness. A round of applause was given when he remarked that Mr. & Mrs. Harvey Bright, Bright Chair Company, had announced the engagement of their son Albert. When he announced the death of W. T. "Tom" Powell, Myrtle Desk Company, on Saturday, Decem-

The "Dealer Imprint" Line gives you REAL Support

NEW YEAR COMING!

GET SET WITH

Faymus DATERS

FAYMUS "DEALER IMPRINT" LINE

Cash in on the changing calendar by selling Faymus daters—the quality line that brings customers back for other items, because each stamp carries your advertising.

Faymus daters rank FIRST in the industry because they are expertly made of only the finest materials. Beautifully packaged with colorful, sales-making Faymus styling. Also available in attractive counter assorted dozens. And the features shown here are unequalled by any other line.

- BANDS OF RED RUBBER—for more durable, resist rough treatment.
- 6-YEAR LIFE—year band is not quickly outmoded, carries 6-years of dates.
- BANDS TURN EASILY—never stick, never slip once set.
- RUGGED FRAME—for long, hard service. Heavily chrome plated.
- HARDWOOD HANDLES—select wood, beautifully finished.
- EXTRA—year band carries useful wordings: Rec'd, Ans'd, Ent'd, Paid, A.M., P.M.
- Imprinting at no charge on quantities of one gross or more.
- Also available without imprint.

Also write for New Catalog No. 153

ORDER TODAY!

D&M Faymus DIV., Bankers & Merchants, Inc.

3229 North Sheffield Avenue • Chicago 13, Illinois

A typical installation of the Huntington 190 series

Furniture by HUNTINGTON

—always in good Taste

Designed by Jorgen Hansen and Jens Thuesen to please the most particular client.
The Huntington name is your guarantee of quality materials and workmanship.

MAIL TODAY COUPON

HUNTINGTON CHAIR CORPORATION
HUNTINGTON, WEST VIRGINIA

Permanent Showrooms: Huntington, Chicago and New York

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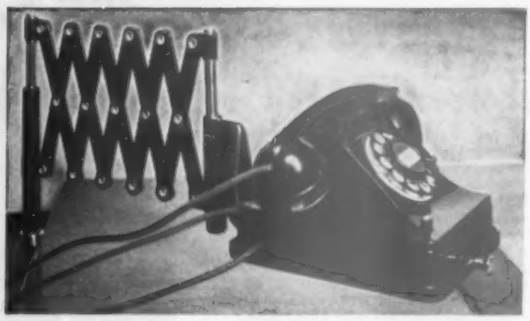
Please mail complete information about Huntington furniture to:
Company _____
City _____
Attach to your letterhead and mail to: Huntington Chair Corporation, Huntington, W. Va.

HANDY "GLIDEX"
TRADEMARK® 571978
TELEPHONE BRACKET
A Stable Seller the Year 'Round



Saves desk space—swings in any direction—
Keeps phone in easy reach yet out of way—
The only bracket made to hold present models.

Made of strong, durable steel. Extends to 30 rigid inches. Closes only 9 inches. Various types of mountings available for attaching to wall, desks, table edges, side of tables, etc. Nothing to get out of order. Eliminates nuisance of phone cord mussing desk papers.

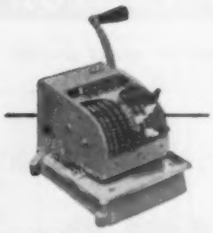
WRITE FOR ILLUSTRATED LITERATURE AND DEALER'S PRICES

GLIDEX CORP.
4538 W. ROOSEVELT ROAD, CHICAGO 24, ILL.

3 OPEN DOORS TO DEALER PROFITS

These doors are open to alert dealers who will demonstrate these modern, basic business necessities. They can be sold wherever checks are written, or signed, or where copying is an important part of office routine. Powerful sales-closing materials are supplied free.

ERROR-NO Copyholder
Makes copying easier than watching clock



SPEEDRITE Checkwriter
Writes forgery-proof checks

CHEXSIGNO Check Signer
Eliminates making clerk of executive

Hall-Welter COMPANY, INC. • ROCHESTER 20, N. Y.
40 MT. HOPE AVE.
ROCHESTER 20, N. Y.

ber 5, all stood with bowed heads in respect to his memory.

Master of Ceremonies Ben Itkin then distributed gifts donated by the following firms: All Steel Equipment Company, Victor Safe & Equipment Company, Stowe-Davis Company, Metal Office Furniture Company, Gift Craft Leather Company, Banov-Bernsley & Company, Inc., Paramount Glass Company, The Globe-Wernicke Co., Cole Steel Equipment Company, Inc., Artistic Desk Pad & Novelty Company, Esterbrook Pen Company, Bright Chair Company, Imperial Leather Furniture Company, Berkey Leather Furniture Company, and Milton Skala of the Milwaukee Chair Company.

Music was provided by Danny Eslon and his orchestra for those who cared to dance between courses and for the balance of the evening. Entertainment was provided by Napoleon Reed, the well-known singer of Broadway fame.

Haskell Features Office Furniture Week

Entitled "A Gravy Boat's A Comin . . . ," Haskell, Inc., issued a clever desk memo promotion in January featuring National Office Furniture Week January 17-23. The memo, well illustrated, reads in part:

"Haskell, of course, is thinking of that exciting NOFW gravy boat . . . It's sailing into harbor now with a rich cargo of $ales opportunity for you dealers who are planning to tie-in! This January promotion can well be your profit springboard for '54! Especially if your displays include a complete price range of steel furniture.

"Remember, no display is complete without Haskell's budget lines! These fine, popular-priced desks and tables are sure to start your profit ball rolling. Haskell is the pioneer budget line! It's the toast of the nation—and the bread and butter of your budget volume! So, let's put on your thinking caps and plan for NOFW together . . ."

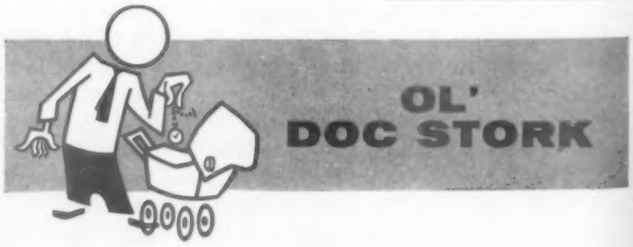
Fifth District Travelers Join in Yule Event

The combined Christmas party of the Queen City Chapter of the Fifth District Travelers Club and the Cincinnati Stationers Club was held December 14 at the Beverly Hills Country Club, Newport, Ky.

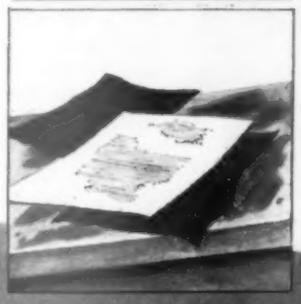
There were approximately 76 persons attending for this evening of good fellowship. After enjoying one of the club's delicious meals, the travelers, dealers and stationers were entertained with a floor show and they participated in dancing.

This was the first time that these two organizations had included the members' wives for a joint party and the success indicates it may become an annual affair, states Lynn P. Carlson, chairman of the Cincinnati Chapter.

Melvin Kleier of Redeker & Dick, Inc., and John Kuhlman of Minnesota Mining & Manufacturing Company were co-chairmen of the arrangements.



Mr. and Mrs. Art Joy, 4837 E. Burnside St., Portland, Ore., became proud parents on November 1, with the arrival of a daughter, **Barbara Ann.** Mr. Joy is a member of the Pacific coast sales force of the Wilson Jones Company.



You wouldn't dare it on any other desk top

Features like Duratop plus never-before prices are giving Morval dealers the VOLUME ORDERS

Put yourself in the office furniture buyer's seat. Before your eyes the Futuronic salesman does terrible things to the showroom desk—pours ink on it...smudges it with carbon paper... smears it with lipstick. Then, he calmly wipes off the mess. Lo and behold, the Futuronic Duratop is unstained —good as new. And before the salesman's done, he shows you all 10 wonderful quality advantages Futuronic offers. Then comes the clincher... even with all its advantages, the Futuronic Group is yours for 8% to 20% less than competitive steel and wood makes. No question about it—you'd buy FUTURONIC. (It's happening everywhere!)

INTERESTED? Write now for selected dealer territory availabilities and literature on Futuronic Desks and Chairs.

MORVAL FUTURONIC

by

MORVAL CORPORATION
Herkimer, New York

Backed by 68 years
of quality office furniture manufacture

Two more presentations of GREATER VALUE for LOWER PRICE in the office furniture field.

THE 7218

METALSTAND

STORAGE CABINET

Regular storage cabinet, with four adjustable shelves to help make best use of storage space. 72" high, 18" deep, 35" wide. Three-way locking device with paracentric lock. Heavy gauge, specially reinforced steel. Baked enamel finish —Gray or Green. Also available in 78" heights and 24" depths and all wardrobe combinations. Shipped set up, ready to use.

PEDAL TOUCH Hi-Lo TYPEWRITER STAND

Makes raising, lowering really easy! Simply touch right pedal to raise—left to lower. Two roomy side leaves lift into locked position for smooth, level working surface. 3/4" 7-ply plywood top. Leaves have full length piano hinges plus spring loaded snap brackets. Genuine Walnut, natural Maple, Gray or Green tops. Top size 16" x 18", leaf 16" x 9", extended size 16" x 36". Height 27". Shipped set up, ready to use.

New

Write for a complete catalog and net price list of files, storage cabinets and typewriter stands.

METALSTAND COMPANY

7516-24 STATE ROAD, PHILADELPHIA 36, PA.

Figuring and Using Break-Even Points in Your Business

by J. S. FLECK
Barrington Associates, Inc.
Management Engineers, New York, N. Y.

■ PLANNING BASED on reliable information is management's most effective method for obtaining the best possible profit results in whatever sets of conditions may exist. And answering questions which begin, "What would happen to our profits if . . ." is one of the main planning jobs of forward-looking business executives. The problem of sound planning is particularly important in small concerns.

To develop realistic, successful planning you must understand clearly what influence any increases or decreases in certain operating factors—sales volume, selling prices, the various operating expenses, and plant and equipment facilities—will have on the profit of your enterprise. Some important effects of these several factors can be demonstrated by establishing "break-even points" for varying situations.

A "break-even point" may be defined as the level of operations at which you have neither a net profit nor a net loss.

Analyzing Cost Data

In order to figure your break-even point you need to establish the relationships between costs, income, and output. In doing this either projected or historical data may be used.

Your first step should be to determine your costs or expenses at various levels of output. The most frequently used measures of output are:

1. Dollar sales.
2. Per cent of plant capacity that the company may reasonably be expected to sell.

The dollar sales measurement is used most frequently when more than one type of product is made and sold, while the per cent of plant capacity is generally more adaptable to operations where only one product is produced.

The development of cost data should include the segregation of costs. This requires a method of accounting which will break down the costs of doing business into various categories — sorting out the different kinds of expense. These categories will vary somewhat with the type of business, but practically every business has some break-down by type of expense. In the factory, costs will be direct labor, indirect labor, maintenance, depreciation, supplies and the like. Sales and administrative expenses should be broken down in a similar fashion.

Must Figure Expenses

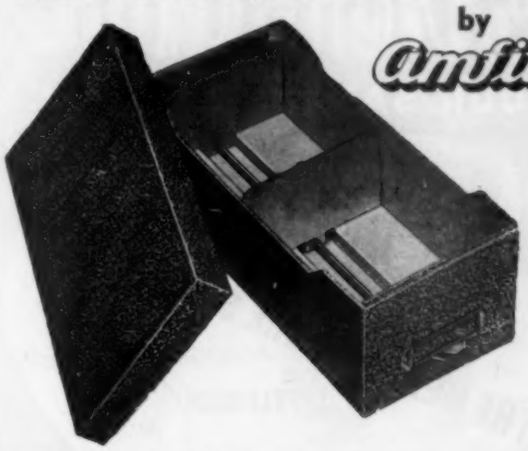
In order to assemble data for figuring your break-even point, a good place to start is to analyze each of the various costs to determine the factors or influences that create and regulate them. While accounting terminology and definitions are not fully standardized, you can break down costs into generally accepted categories of expense as follows:

1. Variable expenses.
2. Semi-variable expenses.
3. Fixed expenses.

Variable expenses are those which vary directly with the sales volume. Common examples are direct labor and direct materials.

Semi-variable expenses are those which tend to fluctuate, but which do not vary in direct proportion to the sales volume. Typical expenses of this kind are supervision of labor; machine and plant maintenance; executive, general and administrative salaries; and promotional and research ex-

AGATE CARD INDEX TRAYS
by
amfile



Neatly finished with traditional agate paper covering. Each has 1,000 card capacity. Wonderfully well made of heavy binders' board, metal reinforced to last a long time. Has spring latch steel follower on metal rod. Label holder on front. Length 11⅞".

Stock No.	For Cards		Carton pack
C135	3" high x 5" wide		12
C146	4"	6"	12
C158	5"	8"	6
C169	6"	9"	6
C159	4½"	9"	6

Write for prices and dealer discounts

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AMBERG FILE & INDEX CO.
Kankakee, Ill.

GARY...
THE PROFIT LINE

THE DOOR TO OPPORTUNITY IS OPEN

Yes, dealers everywhere are talking about Gary's *New Authorized Dealer Program!* You will too when you get the facts about this sure-fire combination – a Quality Line *plus* realistic prices *plus* Selected Dealers. It all adds up to ADDED PROFIT FOR YOU . . . as an Authorized Gary Dealer! Write for catalog and price list.

GARY SAFE COMPANY
1020 Crocker Street • Los Angeles 21, Calif.
"In money chests, Gary means QUALITY!"

FOR LEASE . . . modern building suitable for either office or warehouse usage. Fireproofed, sprinklered, concrete and steel building with RAILROAD SPUR at back door. Building is 140' x 140', three stories above ground and one below. Just one-half block from principle business district. For complete information WRITE:

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114 E. SECOND ST. • LITTLE ROCK, ARK.

penses. Semi-variable expenses cannot be used, as such, in finding a break-even point. They must each be broken down into "fixed" and "variable" segments. Usually you have to do this on the basis of experience and judgment.

Fixed expenses are those which can be expected to remain constant at virtually any sales volume. Examples of this type of expense are certain kinds of taxes, depreciation charges on buildings and equipment, interest, many types of insurance, and in some cases certain expenses that are determined arbitrarily — as, for instance, product development expense.

Historical Records

While it is desirable to forecast your sales volume and cost of sales for the coming year, you will also find it prudent to check your forecasts with the actual operational results of the preceding years, taking into consideration any factors that are known to have changed. For example, the selling prices, wages, or costs of materials may be considered different for the projected period from what they were in former times.

The most useful and practical approach to figuring the break-even point is through your past profit and loss statements. While this approach is not always the most accurate, it is ordinarily precise enough for planning purposes in most companies. It will spotlight the danger points so that corrective action can be initiated promptly. The break-even point established by the profit and loss statement method can be used both as a guide in setting policies relating to changes in pricing and product; and as a guide for planning future expansion of plant or facilities.

Getting the Figures

Let's take a look now at an "arm chair" illustration of a financial statement, simplified for illustrative purposes. Below the profit and loss statement you will see a break-down of the information extracted from the statement and later to be used in preparing the break-even chart. The information for the break-even chart assumes, for this illustration, that 33% of the factory overhead and 60% of the sales expenses are variable. (In your own situation these percentages would probably be different.) The following figures are presented as they frequently appear on financial statements:

COMPANY "A"
Year Ending December 31, 1952
[$ millions]

Total sales		$10.0
Cost of goods sold	$6.5	
Selling expense	1.5	
General and administrative expenses	1.0	
Total expense		9.0
Net profit (before taxes)		$1.0

The various expenses, broken down into fixed and variable elements, will then look like this:

Elements	Fixed expense ($ millions)	Variable expense
Direct labor		$2.0
Direct materials		3.0
Factory burden (overhead)	$1.0	0.5
Sales expense	0.6	0.9
General and administrative expenses	0.9	0.1
Total	$2.5	$6.5

Bristol Adds to Factory, Doubles Production

Bristol Manufacturing Company of Green Bay, Wis., manufacturing brief cases and other leader products for the industry, has recently erected an addition to the factory to provide a total of about 10,000 square feet of space. This more than doubles previous production facilities.

William Banovic, a veteran with the Hines factory in Milwaukee, Wis., has joined the organization as factory manager. He directs production of a number of new items including personal leather goods.

THE WORLD'S MOST IMPORTANT MANAGEMENT SHOW

the Golden Jubilee

GOLDEN NATIONAL BUSINESS SHOW JUBILEE

1954

September 27 thru October 1
1 P.M. to 10 P.M. Daily
69th Regiment Armory
26th Street & Lexington Avenue
71st Regiment Armory
34th Street & Park Avenue
New York, N. Y.

87%

of Attendees say

THEIR OFFICES ARE NOT COMPLETELY EQUIPPED FOR MAXIMUM COMFORT AND PRODUCTION *

*Survey of 1953 National Business Show by John T. Fosdick Associates. 98,031 attended for only one purpose — to fill their needs. *Detailed Show Report on request.*

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No. 600 "Bank of England" Series
Write for Specifications

YOU SELL QUALITY PLUS COMFORT WHEN YOU SELL

Jasper Chair Co. Chairs!

THE OLDEST, BEST-KNOWN CHAIR COMPANY IN JASPER, INDIANA

Get your share of profits in '54 with the line that offers top construction, styling-for-comfort and proven durability.

Jasper Chair Co. Chairs, quality standard of the industry for over 30 years, maintain their reputation for "The Right Chair at the Right Price"—one of your best guarantees for volume sales in the "hard sell" days ahead!

ALWAYS—"The Right Chair at the Right Price"

Jasper Chair Company

JASPER, INDIANA

JASPER CHAIR COMPANY · JASPER-INDIANA

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R. J. FREEMAN AND JOHN R. FREEMAN (EASTERN) 385 MADISON AVE. NEW YORK, N. Y.

JAMES S. FOWLS, (SOUTHERN) 327 SUNSET DRIVE, NORTH ST. PETERSBURG, FLORIDA

JACK S. DORAN (NORTHWEST) 2925 REVERE AVE. OAKLAND, CALIF.

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WOOD OFFICE FURNITURE INSTITUTE

GENERAL'S NEW FLUORESCENT "Flex"

Our 60th Year in Business

AMERICA'S MOST VERSATILE DESK LAMP — *GOES ANYWHERE . .*

The newest GENERAL desk lamp has an amazing amount of eye appeal and a surprisingly low price! Comes in both two tube and one tube styles. The finishes are fused on for lifetime wear. Condenser suppresses radio interference. All parts U. L. approved. Takes T8, 18", 15 watt tubes.

$14.95
RETAIL PRICE
TWO TUBE MODEL

FOR TWO TUBES
No. 612 for two tubes, statuary bronze
No. 613 for two tubes, gray

FOR ONE TUBE
No. 610 with one tube, statuary bronze
No. 611 for one tube, gray

COMPLETELY ADJUSTABLE

General LAMPS MFG. CORP., ELWOOD, IND.

OVER 50 YEARS OF LIGHTING SINCE 1896

Patents

(Copies of patents can be obtained from the Commissioner of Patents, Washington, D. C., for 25 cents each. Stamps and personal checks are not accepted.)

Granted December 1, 1953

2,660,950. Trip Means for Rotary Metered Mailing Machines. Harry L. Lambert, Rochester, N. Y., assignor to Commercial Controls Corp.

2,661,004. Loose-Leaf Binder. Glenn H. Ehlke, Chicago, Ill.

2,661,061. Web Feeding Mechanism for Cash Registers and the Like. Frank R. Werner, Dayton, Ohio, assignor to The National Cash Register Co., Dayton, Ohio. **Illustration.**

2,661,087. Key Lever and Type Bar Mounting for Typewriting Machines. Winifred M. Patton, Chicago, Ill. **Illustration.**

2,661,151. Totalizer Engaging Means. Mayo A. Goodbar, Everett H. Placke and Carl G. Falkner, Dayton, Ohio, assignors to The National Cash Register Co., Dayton, Ohio. **Illustration.**

2,661,154. Unit for Translating Punched Card Data. George W. Carlson, Mountain Home, N. C., assignor to Robotyper Corp., Hendersonville, N. C. **Illustration.**

2,661,155. Accumulator-Carriage and Drive-Shaft Interlock for Miniature-Type Calculating Machines. Franz Mark Perchtoldsdorf near Vienna, Austria, assignor to Curt Herzstark, Feldkirch, Vorarlberg, Austria.

Granted December 8, 1953

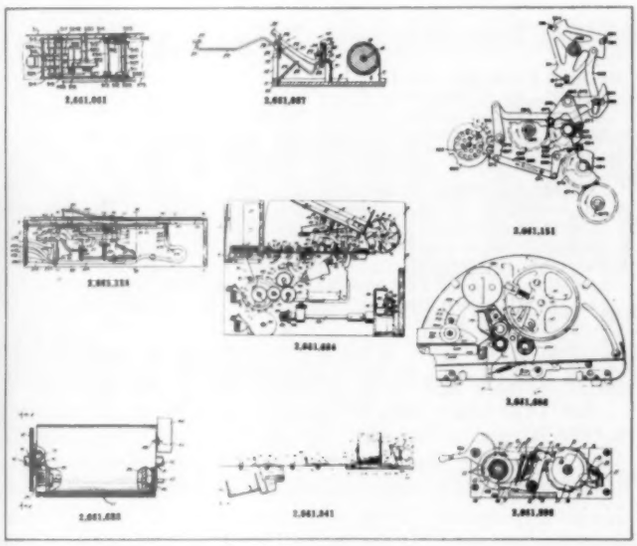
2,661,684. Check Writing Interpreter. Eugen Buhler, Poughkeepsie, N. Y., assignor to International Business Machines Corp., New York, N. Y. **Illustration.**

2,661,686. Duplicating Machine. Carl A. Levin, Park Ridge, and Robert W. Quirk, Chicago, Ill., assignors to Ditto, Inc., Chicago, Ill. **Illustration.**

2,661,688. Adjusting Mechanism for Master Copies on Duplicating Machines and the Like. Mustafa J. Ajam, Amherst, N. H., and Joseph R. Paradis, Malden, and Carl A. Bergman, Melrose, Mass., assignors to Standard Duplicating Machines Corp., Everett, Mass. **Illustration.**

2,661,841. Comparing and Assorting Device for Pairs of Punch Cards. George H. Wallace, Oak Park, Ill., assignor to Addressograph-Multigraph Corp., Wilmington, Del. **Illustration.**

2,661,896. Serial Numbering Machine. Hans P. Luhn, Armonk, N. Y., assignor to International Business Machines Corp., New York, N. Y. **Illustration.**



2,661,899. Electronic Calculator. Benjamin J. Chromy, Washington, D. C., and Philip H. Allen, Orinda, Calif. **Illustration.**

2,661,961. Memorandum Attachment for Telephones. George D. Mohundro, East Alton, Ill.

2,661,997. Friction Drawer Retainer. Rudolph H. Wilmer, Youngstown, Ohio, assignor to The General Fireproofing Co., Youngstown, Ohio.

2,661,999. Hammer Type Stapler. Morris Abrams, Brooklyn, N. Y., assignor to Arrow Fastener Co., Inc., Brooklyn, N. Y. **Illustration.**

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2,662,473. Removable Logotype Structure for Calculating Machines. Erhard M. Lippert, Chicago, Ill., assignor to Victor Adding Machine Co., Chicago, Ill. **Illustration.**

2,662,504. Pencil Sharpener. Otto Schneider, Cincinnati, Ohio.

2,662,629. Page End Indicator for Typewriters. Edson G. Mosher and Edward G. Hoysak, Syracuse, N. Y., assignors to L. C. Smith & Corona Typewriters, Inc., Syracuse, N. Y. **Illustration.**

2,662,688. Cash Register. Johannes Sobisch, Bielefeld, Germany, assignor to Anker-Werke, A. G. Bielefeld, Germany. **Illustration.**

2,662,690. Numeral Wheel Locking Mechanism. Christopher Frederick Webb, London, England, assignor to Bell Punch Co., Ltd., London, England. **Illustration.**

2,662,691. Numeral Wheel Actuating Mechanism. Christopher Frederick Webb, London, England, assignor to Bell Punch Co., Ltd., London, England. **Illustration.**

2,662,727. Staple Remover. John A. Yerkes, New York, N.Y.

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2,663,369. Tape Dispensing Mechanism with Blade Guard. Oscar P. Erhardt,

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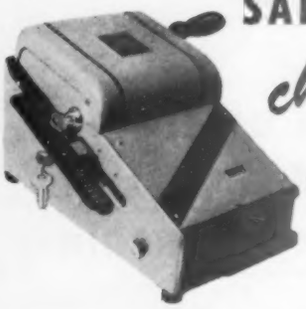

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2,663,444. Tape Dispenser and Applicator. Irving Kaplan, Flushing, N. Y.

2,663,497. Elapsed Time Computer. Lois K. Straus, Great Neck, N. Y., assignor to The Shaw-Walker Co., Muskegon, Mich.

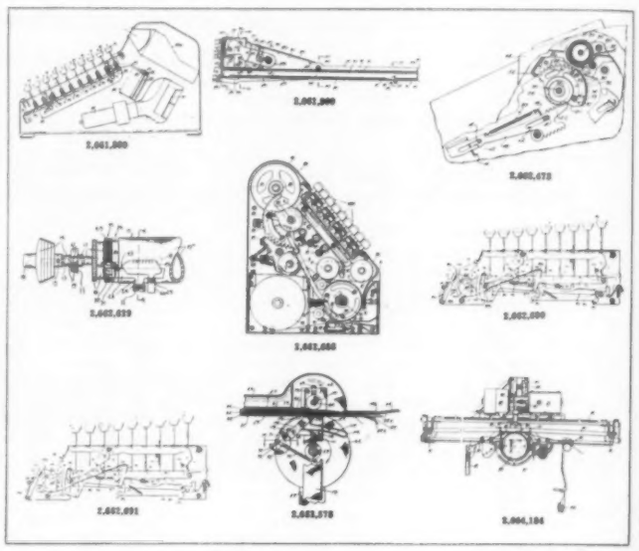
2,663,510. Tape Dispenser. Henry W. Rodgers, Grinnell, Iowa.

2,663,577. Loose-Leaf Book Construction. George T. Fielding, Stamford, Conn.

2,663,578. Duplicating Machine. Edgar M. McNabb, Indianapolis, Ind. Illustration.

2,663,579. Manifolding Transfer and Method of Making. Jerome G. Zimmerman, West Milton, Ohio, assignor to The Standard Register Co., Dayton, Ohio.

2,663,657. Heat-Sensitive Copying Paper. Carl S. Miller and Bryce L. Clark, St. Paul, Minn., assignors to Minnesota Mining & Mfg. Co., St. Paul Minn.



2,663,764. Telephone Holding Unit. Frank Grooms Holmes, Philadelphia, Pa.

Granted December 29, 1953

2,664,071. Pencil Sharpener. Alfred Guhl, Hamburg, Germany.

2,664,072. Crayon Pointer. Mary C. Knapp, Springville, N. Y.

2,664,089. Index Member and Adjustable Indicator Tab Therefor. George B. Meltzer, New York, N. Y., assignor to Guide & Supply Co., Inc., New York, N. Y.

2,664,184. Rear-Strike Typewriter Mechanism. Harry Johnson, Elizabeth, N. J., assignor to Ralph C. Coxhead Corp., Newark, N. J. Illustration.

2,664,252. Tape Dispenser. Kermit Glew, San Jose, Calif.

2,664,301. Carbon Paper Pack for Manifolding Typewriters. Joseph Carroll Doyle, Rochester, N. Y., assignor to Kee Lox Mfg. Co., Rochester, N. Y.

2,664,330. Pencil Vending Machine. Alfred Schupp, San Antonio, Tex.

2,664,331. Combined Desk and Safe. Herman E. Glotfelter, Indianapolis, Ind.

Open Typewriter Firm in Fort Worth

Ace Typewriter Supply Company held its formal opening at 801 Riverside Dr., Fort Worth, Tex., on December 21, 1953. The new firm is owned by Norvell Clark and Mrs. Betty Smith, both of whom were formerly associated with Head Typewriter Supply Company in Fort Worth. The firm has a rental service and provides a maintenance and service department.—WLF

Financial Notes

W. A. Sheaffer Pen Company, Ft. Madison, Iowa—This firm on December 18, 1953, made a profit-sharing payment to its employees of 26% of their earnings for the September-October-November quarter. The latest profit-sharing payment brings to more than $12,380,000 the amount paid by the company to its employees since the profit-sharing program was initiated in 1934, G. A. Beck, executive vice-president, said.

W. A. Sheaffer Pen Company, Ft. Madison, Iowa—Net earnings of the company for the nine months ended November 30 amounted to $1,516,841, or $1.85 a share, compared with $1,255,326, or $1.55 a share, for the same period a year ago. Included in the latest nine-months' earning figures is a federal income tax refund of $103,056. Taxes for the nine-month period ended November 30 were $1,476,200 compared with $2,273,650 for the previous year. Net sales of the company for the nine months ended November 30 were $18,421,047 compared with $18,147,131 for the same period a year ago. Net earnings for the third quarter ended November 30, after $874,100 reserve for taxes, amounted to $827,295, or $1.01 a share compared with $891,219 or $1.10 share after a tax reserve of $1,547,350. Third quarter sales were $8,091,995 compared with $8,565,830 for the same quarter last year.

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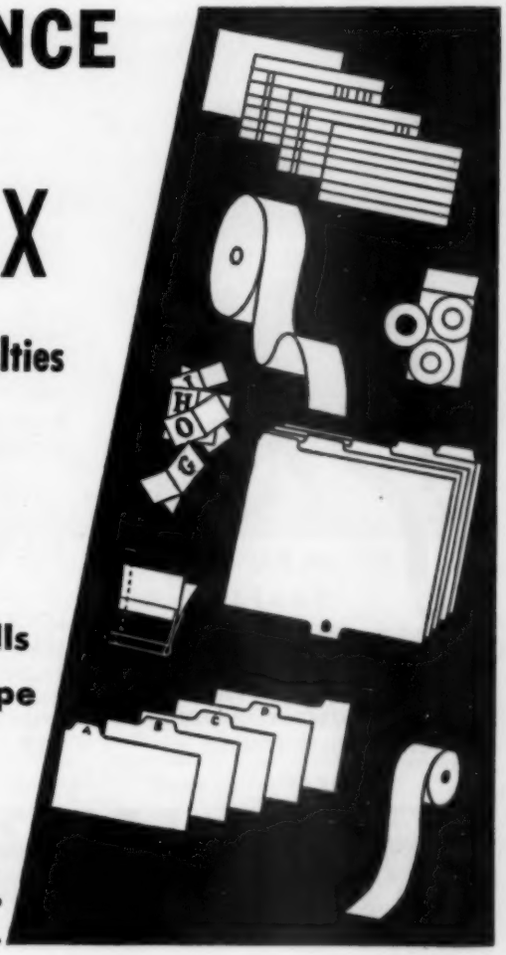

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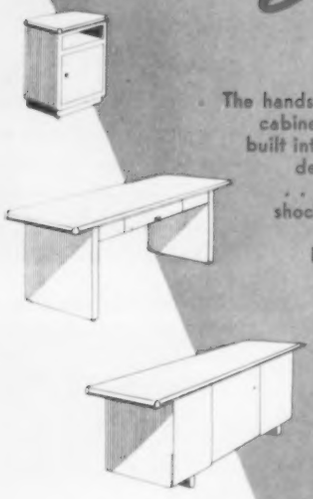

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Depreciation, Deterioration and Obsolence

by ALWYN M. HARTOGENSIS
chief methods consultant,
Ebasco Services, Inc., New York, N. Y.

■ **FROM THE VERY FIRST** day you buy capital assets they begin to lose value. This continuous loss represents one of the costs of being in business. It is also one of the costs which each businessman tries to keep consistently lower than that of his competitors. It is called depreciation.

The word depreciation is a common enough business term. But despite its frequent usage, it is often less clearly understood than it should be for the most effective business management. For example, some managers pay little or no attention to depreciation as it affects their operating decisions; others rely entirely on someone else's ideas of how it should be treated, without really knowing the basis for such views; still others do not realize how their policies and actions can affect depreciation.

But these are not theoretical, "arm-chair" considerations. They are integral parts of sound planning. In a competitive industrial climate, you can't afford not to deal with depreciation on a reasoned, analytical basis. You can't afford guesswork. The purpose of this Aid, therefore, is to provide some concise and useful background knowledge which you can apply to specific situations in your own plant.

What is Depreciation?

Buildings, machinery, tools, and other equipment and fixtures used in your business wear out through use, or as a result of the passage of time. The original cost of each long-lived item, less its scrap or salvage value, if any, is the cost of all the years of its useful service or of its output over those years. For example, a light truck which cost you $3,100 may be operated 100,000 miles and then sold as scrap for $100. It has thus depreciated a total of $3,000 in value, and your depreciation cost, per mile, is three cents.

However, the life of most capital items cannot be measured conveniently in terms of units of use or production. Therefore, it is customary to estimate their probable life in years and to consider depreciation cost as so much per year or per month. On the one hand, you might operate the truck referred to for two years and then trade it in for $1,700. In this case, the depreciation cost would be $1,400 in total, or $700 a year. On the other hand, you might operate it for eight years and then sell it for $100 scrap value. In this case, your depreciation cost would be $3,000, or $375 a year. As you can see, the cost of depreciation depends in part on your "policy"; that is, how well the property is maintained, and how long it is kept before it is disposed of.

Answer This Question

To understand depreciation clearly you have to answer the question: What factors cause values to decline? In answering this question it is important to recognize that depreciation involves two main influences. The first is *deterioration,* which relates to the physical wearing out of the item. The second is *obsolescence,* which, broadly speaking, relates to the "up-to-dateness" of the item. These two influences do not run concurrently in any given case. The one which is operating at the faster rate is the one that governs.

The Deterioration Factor: This phase of depreciation is the one regularly recognized in normal accounting practice. It is caused by such actions as

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weathering, abrasion, concussion, vibration, heavy usage, accidents, and the like. Eventually an item usually becomes so old and worn that new parts can no longer be retained satisfactorily in the old body. At this point the cost of maintenance becomes so expensive that it is cheaper to replace the article completely.

But surfaces can be repainted, new bearings and bushings can be installed, flooring repaired, and so on, to correct and lessen the effects of deterioration. In this connection, experience has shown that, where some facilities are taken care of and kept in good operating condition for the work they are regularly called upon to perform, they can be maintained relatively close to original operating efficiency for the greater part of their useful lives. There are numerous buildings still in use although they were built several hundred years ago. You have probably seen in operation steam engines erected in the 1890's. Some types of standard production equipment like certain machine tools and textile machinery are still producing today after 40 or 50 years of steady service.

Some facilities, therefore, depreciate very little from the effects of wear and tear. Yet they still have to be replaced if the manufacturer is to remain competitive. What, then, is the reason behind this fact? The answer to that question lies in the effects of *obsolescence.*

The Obsolence Factor: Buildings, machinery, tools, and other capital items sometimes lose rapidly a large part of their original value for reasons other than wearing out. For example, because of a change in the design of a part, a pattern for a casting may become outdated. Similarly, a machine tool may be superseded by a new model with more automatic features and a higher production capacity. New developments in styles may also take place. If an item being depreciated on a 10-year basis is thus superseded after six years, four-tenths of the original cost will be lost. This loss is due to obsolescence.

In accounting for depreciation, obsolescence is generally considered when it can be estimated reliably. For example, many companies amortize the cost of special tools, dies, and patterns—which would last 10 years or more—over a three- or four-year period because experience has shown that these items will be outdated, on the average, in that period. In cases of this sort, the depreciation cost carried on the books is clearly a combination allowance, including both deterioration and obsolescence. But the line between the two is often vague.

Finally, new inventions and improvements in manufacturing processes, machinery, and equipment also result in obsolescence. However, in such cases, the loss may not be either known or measurable in advance. It is actually a comparative loss, because although the old equipment will continue to produce at the old cost, the new equipment may produce at a sufficiently lower cost to pay for the replacement within a relatively short time. This situation will be discussed further under the heading: "When Does It Pay To Replace Equipment?"

Accounting for Depreciation

Since depreciation represents the cost of using your capital assets in operation or production, these costs should be reflected in your accounts by monthly entries, charging depreciation expense and crediting a reserve for depreciation. Usually a single expense account and a single reserve account will suffice for handling both deterioration and obsolescence factors. However, all but very small companies should set up separate accounts showing the depreciation of production assets, sales assets, research and development assets, and general office assets, respectively. In this way you can account separately for production costs, selling expenses, and administrative and general expenses. Separate accounts can also be informative for depreciation of buildings, machinery and

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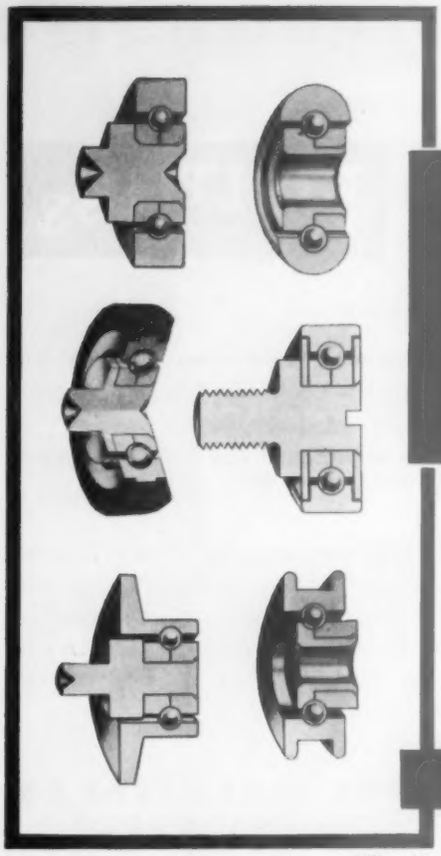

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equipment, tools, dies, jigs, fixtures, patterns, and the like.

The amount to be depreciated over the life of an asset is the cost of that asset (including installation), less the estimated salvage or scrap value. However, except where it might be substantial, salvage or scrap value often is ignored in accounting for depreciation.

You will usually find it more practicable to compute and use composite depreciation rates on groups of assets—such as (1) buildings, (2) machinery, (3) other equipment, and (4) tools, dies, and the like—than to use individual rates on each item. But you may want to make a depreciation "study" on individual items in order to develop the group rates. If you amortize some items, such as dies, over a comparatively short period, say two or three years, in order to provide for their obsolescence, you should segregate these items into a separate group.

You can set up a schedule of depreciation for each group, with headings as follows:

Item	Expected life (years)	Original cost (in place)	Annual depreciation
Milling Machine.....	20	$10,000	$500

Thus, *annual depreciation*, in dollars, is the amount of original cost divided by expected life, regardless of the age of the item at the time of the study. The age at time of study multiplied by the annual depreciation is the amount which should be in the depreciation reserve at any given time. For example: when the age of the milling machine is eight years and the annual depreciation charge is $500, the depreciation reserve should show $4,000 (8 x $500=$4,000). The total for the group in the annual-depreciation column, divided by the total in the original-cost column, expressed as a percentage, is the *composite rate of an-*

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nual depreciation for the group. One-twelfth of this amount should be recorded monthly.

To illustrate:

Item	Expected life (years)	Original cost (in place)	Annual depreciation
A	20	$10,000	$500
B	30	12,000	400
C	10	9,000	900
D	5	2,000	400
E	25	15,000	600
Total		$48,000	$2,800

$2,800 × 100 ÷ $48,000 = 5.8% composite annual depreciation rate.

5.8 ÷ 12 = 0.48% composite monthly depreciation rate.

The fixed capital asset accounts on your books should also be subdivided in accordance with the composite depreciation groups you establish. Because of the writing off of property and the purchase of new equipment from time to time, the amounts of original cost in each group may change monthly. But the composite rate, when once established, may be applied to the new balance in the group account, until such a time as a new composite rate is established.

Perhaps every three to five years, depending on how fast you add to or replace your plant, a new schedule of depreciation should be prepared. From it, new composite group rates of depreciation should be calculated. You may find it advisable to calculate new depreciation rates for one group and not for other groups when there has been considerable change in the first group or when you decide to change your depreciation policy.

In any case, you should note that it is usually considered preferable to record in the accounts the same amounts for depreciation as are allowable in cal-

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More than one million satisfied users *prove* TUFIDE'S growing popularity. Now—with the most outstanding features . . . with the biggest, most powerful advertising campaign in our history . . . with more and more value and "price protected" profits . . . you can see why MORE stationery stores are now selling MORE TUFIDE business and student cases than any other brand in the world! Tie in with TUFIDE! *Write today for Prices, Details!*

FREE DEALER HELPS . . . mat service, display cards, mailers, customer cards and many more sales boosters.

1 GUARANTEED 5 YEARS!

The most famous guarantee in the leather goods field—*makes sales and profits for you!*

2 OUTWEARS LEATHER 5 to 1!

Rigid abrasion tests *prove* TUFIDE lasts longer than top grain cowhide—*makes sales and profits for you!*

3 EXCLUSIVE (Patented) LIFETIME EDGE!

Amazingly tough, hardened Nylon edge on all TUFIDE brief bags, guaranteed for life—*makes sales and profits for you!*

4 EXCLUSIVE (Patented) LIFETIME HANDLE!

Steel reinforcement, guaranteed for life, on all TUFIDE brief bags—*makes sales and profits for you!*

5 3 POPULAR COLORS!

Only TUFIDE cases are available in the 3 most popular colors: London Tan, British Brown, Black—*makes sales and profits for you!*

Stetco Products
(Est. 1918)
1401-17 W. JACKSON BLVD., CHICAGO 7, ILL.

CRAFTSMANSHIP

EXEMPLIFIED BY

BRIGHT!

NO. 9800 SOFA

Styled for perfect harmony. Fashioned for luxurious wear. Customed for lasting comfort and pleasure. Priced for every buyers purse. These are the factors which make BRIGHT creations a joy and satisfaction to every one who buys. In a large selection of genuine leather and Elastic Naugahyde and a wide range of styles you will find just what you want for every customer.

NO. 90 EXECUTIVE POSTURE CHAIR

NO. 1000 CLUB CHAIR

WRITE FOR CATALOG!

Bright CHAIR COMPANY · INC

133 BLEECKER ST. NEW YORK 12, N. Y.

MANUFACTURERS OF *Upholstered Leather Furniture*

Tubular Steel

HAT & COAT RACKS

These beautiful space saving costumers hold more coats in better order and make a closet out of any wall. Ideal for Offices, Reception Rooms, Restaurants, Taverns, Factories, Churches, Hospitals, etc.

Sturdily made of 1" steel tubing with mirror-like *quality* chrome or lacquer finish in choice of colors.

No. 236—Double Hat and Package Shelf

Available with single or double hat shelf, in 24", 36", 48", and 60" lengths. Also with chrome stand for Floor Model.

HIGHER QUALITY—LOWER COST—shipped K.D.—1 to a carton.

PRECISION Manufacturing Co.
831 Chicago Ave., Evanston, Ill.
Telephones: DAvis 8-4254 DAvis 8-6892

CLIX Model 32 does Double Duty!

Punches 2 or 3 holes as desired

Now, a single paper punch does a double job! Clix model 32 converts instantly, simply by snapping adjusting button. Punches 2 or 3 holes as required. Takes sheets from 6" to 12" long. Gauge-marked in 1" gradations. Lists at $5.50.

Order from your wholesaler

MODEL 32 . . . For 3-hole punching, ¼" dia. spaced 4½" on centers. For 2-hole punching, ¼" dia. spaced 2¾" on centers.

Clix PAPER PUNCH

NEW ENGLAND PAPER PUNCH CO.
NATICK, MASSACHUSETTS

WESTERN REPRESENTATIVE—HARRY HENKEL ASSOCIATES
Western Merchandise Mart, 1355 Market St., San Francisco

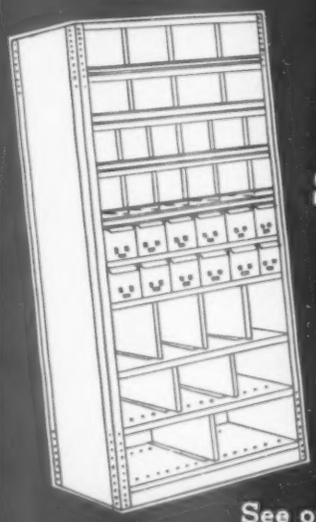
PROOF THAT ADDOMETER ADDING MACHINES SELL

● There's *logic plus proof* behind Addometer's sales appeal. Addometer fills a definite need for a portable low-cost adding machine among accountants, small and large businesses, professional men, retailers, service stations, farmers, architects, and many others. The remarkable 8-column Addometer adds, subtracts *direct*, multiplies as speedily and efficiently as many big, expensive adding machines—yet costs only $14.95! It has exclusive features which no other machine offers.

FREE display stand with every order of 6 or more Addometers—get started with this special offer *today!*

Reliable Typewriter & Adding Machine Company
305 W. Monroe Street • Chicago 6, Illinois

ESTEY



QUALITY STEEL SHELVING

To fit every purpose, from bin units to closed compartment shelves.

See our illustrated catalog for our line of Steel Shelving Units. It lists dimensions and specifications.

ESTEY METAL PRODUCTS, INC.
1 Catherine Street Red Bank, N. J.

culating Federal income taxes. This procedure avoids having to maintain a separate set of reconciling figures. For that reason, the methods of determining the expected life of depreciable property are described under the next heading.

Depreciation Expense

In computing net taxable income, Federal and State income tax laws permit the deduction of reasonable amounts for the exhaustion, wear and tear (depreciation) of property used in trade and business, or held for the production of income. If you do not take the maximum allowable deduction, you will be overpaying your taxes.

Bulletin F, issued by the Bureau of Internal Revenue, shows the estimated useful lives and rates of depreciation for many classes of industrial property. The lives and rates shown in this Bulletin are acceptable as a guide or starting point for calculating depreciation for income tax deductions. Your own experience, as borne out by your records, provides the soundest basis for estimating the probable service life of property. As you build up such experience, you may find it necessary or advisable to change the rates provided in *Bulletin F*.

In this connection, the Commissioner of Internal Revenue on May 12, 1953, announced that the Bureau will not quibble over such rates, and that it will not change allowances unless "there is a clear and convincing basis for a change."

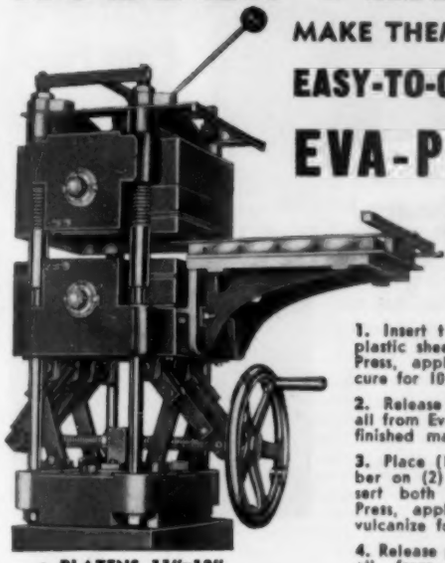
Allowances for depreciation are in addition to the allowable deductions of amounts spent for repairs. Property kept in good repair continues to depreciate, but its useful life may be prolonged and a lower rate of depreciation may be applicable. In general, however, major repairs which renew the life and retard the deterioration of property may be disallowed as deductible repair expense. Consequently, such expenditures properly might be charged to the *depreciation*

CUT COSTS — PRINT WITH

RUBBER PLATES

MAKE THEM IN THE EASY-TO-OPERATE

EVA-PRESS



MATERIALS COST LESS THAN $1.25 FOR 10"x10" PLATE

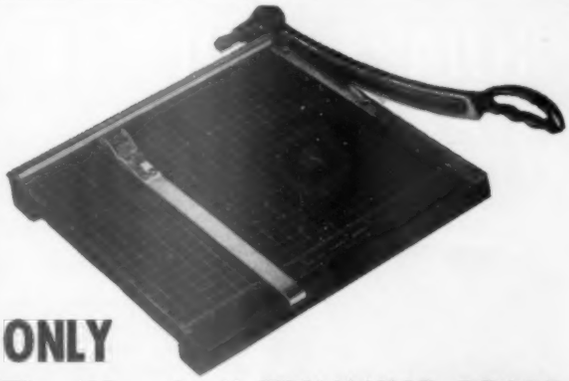
1. Insert type form and plastic sheet into hot Eva-Press, apply pressure, let cure for 10 minutes.
2. Release pressure, extract all from Eva-Press and have finished matrix.
3. Place (1) sheet of rubber on (2) matrix and insert both into hot Eva-Press, apply pressure, let vulcanize for 10 minutes.
4. Release pressure, extract all from Eva-Press and have finished Rubber Plate. More detailed directions supplied with Eva-Press.

• PLATENS 11"x13"
• INSIDE CHASE 10"x12"

FOR MORE INFORMATION WRITE TO

AMERICAN EVATYPE CORPORATION

751 OSTERMAN AVE. DEERFIELD, ILLINOIS



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The "Precise" TRIMMING BOARD Has All These Wanted Selling Features

- Patented Finger Tip Controlled Paper Guide
- Finest Steel Blades, Carefully Ground
- Two White Scales on Black Background
- Only Finest Seasoned Hardwood Used
- Every Board Completely Guaranteed

You offer the finest in the New "Precise" Trimming Board. It has everything your customer should have for trimming, cutting paper, paper board, etc. The patented, adjustable paper guide locks and releases with a finger flick, 2 white scales on black background speed accuracy and measuring time. Models 5, 6 & 7 have special safety spring. The "Precise" is a steady seller wherever displayed.

5 POPULAR SIZES
No. 3—10½"—Blade
No. 4—12½"—Blade
No. 5—15½"—Blade
No. 6—18½"—Blade
No. 7—24½"—Blade

Order Your Needs Today!

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Dept. A, 28 N. Loomis Street, Chicago 7, Ill.

AMAZING NEW

LIFETIME

MECHANICAL LEAD HOLDER AND LEAD POINTER!

PACKED WITH SALES POWER!

★ A desk set that eliminates conventional pencil sharpening — insures clean uniform lines, permanently.

★ A lifetime injection lead holder with "pointer" that really sharpens *new precision points in a jiffy!*

★ A point-of-sale item that *stops customers* and *sells them on sight!*

Here's a startling new time saver that makes conventional pencils and sharpeners obsolete. For fine, accurate detail work . . . an indispensable aid to Draftsmen, Artists, Architects, Designers, Engineers, Students, Bookkeepers and others. Lead holders available with lead in deg. 7B to 9H.

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This is but one of hundreds of quality profit-proved Alvin drafting, drawing and stationery items available—send for complete catalog and amazing price list today!

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Metal
Plan Files

Attractive office gray finish—Hinged Dust Cover—Color of cover matches cabinet—5-drawer units stack securely.

Plan Files available in 3 sizes. Choice of Sanitary or Flush base. Drawer partitions and locks optional equipment.

Customer satisfaction—Profits for you.

MAYLINE COMPANY
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625 N. Commerce St. Sheboygan, Wis.

MAYLINE

reserve account since they reduce the depreciation in your property.

No further deduction for depreciation may be made after the full cost of property has been deducted for depreciation; that is, when the amount in the reserve becomes equal to the original cost of the property. The item is then said to be "fully depreciated," and is carried on your books at 0 value. When depreciation is calculated on a group basis, it refers to the group and not to individual items within the group. But it is probable you will have to use a lower rate of depreciation when the group reserve approaches 70 or 80 per cent of the original cost of the combined items—unless you can show that a large portion of the property in the group is about to be retired from service.

Does Not Provide for Replacement

There is considerable controversy over whether depreciation should provide for replacement of property, or whether it should provide only for recovery of the original cost of the property. If the price level did not change during the life of the property, and if each item were replaced with an *exact duplicate,* the same amounts of depreciation would, of course, serve both purposes. But prices do fluctuate, and major items of property are seldom replaced "in kind." This fact is at the core of the controversy.

Currently, generally accepted principles of accounting, and existing income tax provisions, are based on recovery of *cost,* rather than on provision for *replacement.* When prices have risen as they have recently, you will find that you have insufficient funds for replacement. Conversely, when they have fallen, you tend to provide excess funds. Since most prices have been rising for many years, there is considerable sentiment in favor of providing higher depreciation allowances, at least as an income tax deduction. This has, of course, been done on a limited scale in cases of

A MURPHY EXECUTIVE CHAIR *with*
everything in its favor!
QUALITY AT A BUDGET PRICE

WOOD FINISH
CHAIR NO. 271-R
Pecan • Oak • Walnut
Lt. Dull • Softone

CONSTRUCTION
Rubberized hair pad in the back and seat, or foam rubber in the seat and rubberized hair pad in the back. No-sag spring construction back and seat. Two-inch ball bearing casters. Cartoned.

Side Chair to Match No. 270-R

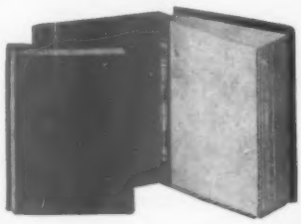
Be sure to see us at the NOFA Show in May

Murphy Chair Company
INCORPORATED
Since 1872
MANUFACTURERS
OWENSBORO, KENTUCKY

PROMPT SHIPMENT

THE ELBE LINE

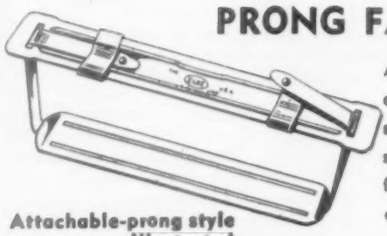
PRONG FASTENER BINDERS



Available with or without prong fasteners.

Durable, all purpose binders. Complete range of popular sheet sizes and capacities. Red or Black Pressboard. 2 pieces, cloth or scored hinge construction. Punched for all standard spaced fasteners.

PRONG FASTENERS



Attachable prongs or continuous-base prong styles. Light-weight steel. Non-corrosive finish. All popular capacities and c. to c.

Attachable-prong style Illustrated

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There is now a complete line of ARMA Products to fill your office supply needs . . . Arma Gem Paper Clips; Arma Giant clips; No. 1 and No. 2 Ideal Clamps; Arma Standard Staples; and all standard gauges of Tag Wire. Write direct or see your jobber for ARMA—The Quality Line!

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Sell Silence

WITH

Andalfoam

TyPad

FOR ALL BUSINESS MACHINES

TyPad . . . the most modern means of silencing business machine clatter . . . is a combination of ¼-inch of shock-absorbing foamed latex and a handsome mohair fabric. Produced by the patented "ANDALFOAM" process*, this new office machine pad is the first to feature *both functional and decorative qualities.* Good looking, sound absorbing and wear resistant, **TyPad** is easy to sell . . . brings repeat orders. Three sizes are available (11x13", 10x17" and 15x17") with dark green or gray fabric on light green foam. WRITE TODAY FOR SAMPLE.

1772L-AA

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*U. S. Patents 2,628,654 2,649,391

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TYPEWRITERS ALL MAKES

REGAL'S NEW YORK warehouse and 80 stock depots carry a revolving stock of 10,000 machines.

THE UTMOST IN QUALITY

—THE LOWEST IN PRICES

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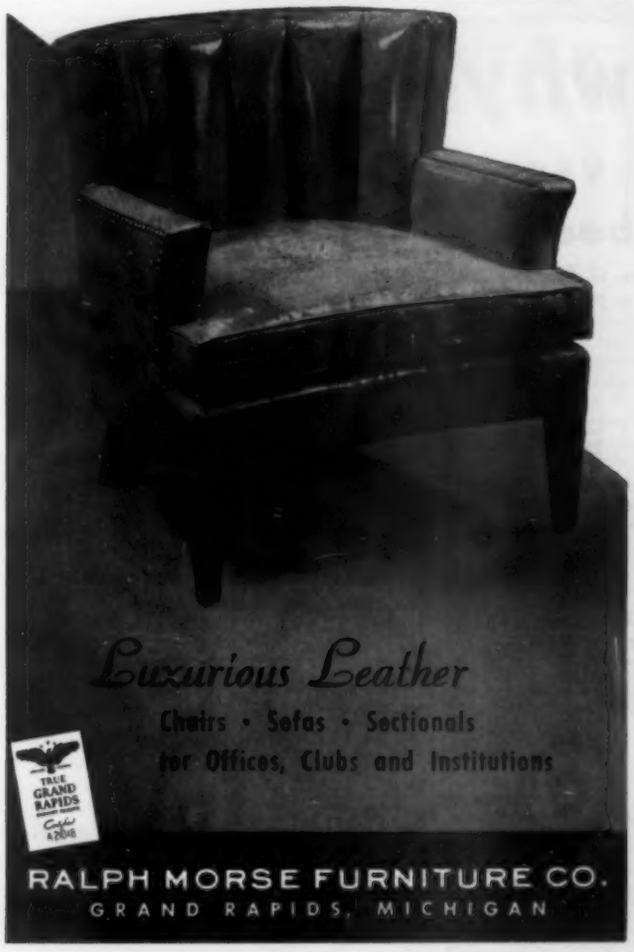
REGALRITE BRAND RIBBONS AND CARBONS

PROVEN—BEST BY TEST—BEST FOR LESS

REGAL TYPEWRITER COMPANY, INC.

200 HUDSON ST. • NEW YORK 13, N. Y.



RALPH MORSE FURNITURE CO.

GRAND RAPIDS, MICHIGAN

Priced to Give Dealers Extra Profits!

PORTFOLIOS—BRIEF BAGS
BRIEF CASES—RING BINDERS
SALESMEN'S SAMPLE CASES

Styled to Win the Most Critical Favor Available in Top Grain Cowhide, Splits or Equally Long Wearing Leather-Simulated Materials.

Here's one of our newest numbers.—Top grain Brief Bag with double handles new top ornamental reenforcement, triple lock, overlapping frame. Genuine leather lined, with 3 interior pockets. 18 in. only.

Get Catalog Showing Complete Line

Fast Delivery, As You Need It

IN STOCK — OR MADE TO SPECIAL ORDER TO FIT PARTICULAR NEEDS.

Bristol Mfg. Company

1670 MORROW STREET GREEEN BAY, WIS.

Now—BETTER Vault Steps at LOW PRICES CARD *Sturdi-Lite*

ALUMINUM—
Tubular Frame construction — STRONG and RIGID, yet *surprisingly Light.* They make upper boxes more rentable.

Always Bright
Neat Looking—no upkeep cost. Rubber feet prevent slipping. NON-SKID Rubber Treads on One-Piece Cast Aluminum steps. 10" between steps in both models. Top steps 9¾" x 16". Lower steps 9" x 14".

2-STEP MODEL — No. 202 20" high, 17" wide, 18½" long. Price F. O. B. Detroit, Mich. **$25.00**

3-STEP MODEL — No. 303 30" high, 17" wide, 26" long. Price F. O. B. Detroit, Mich. **$37.50**

Equipped with Casters Add $5.50

In January OFFICE APPLIANCES, prices were quoted by error on a discontinued model of CARD Sturdi-Lite Vault Steps not shown in the advertisement. The CARD Vault Steps now available are correctly described and illustrated here.

Prices subject to change without notice.

Write for details.

D. R. CARD CO.

829 Merchandise Bldg., MINNEAPOLIS 3, MINN.

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VERTICAL FILING?

because

- ***IT SAVES PAPER—MANPOWER***
- ***PRESERVES OFFSET PLATES AND MASTERS***

ATLAS DELUXE PLATE MODEL

Capacity 200 to 600 plates. 25¼" high, 13" wide, 26" deep.

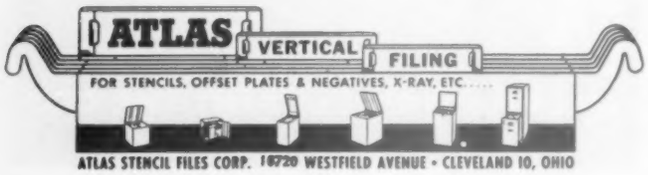
ATLAS PLATE HANGERS
The vertical hanging of masters assures protection against scratching, dust and improper handling. One master is filed on each SHA hanger, one or two masters on each PSC hanger.

ATLAS INDEXES
The hangers are quickly identified by means of the removable metal indexes which may be obtained as additional equipment. Both standard and angular styles are available.

SPECIFICATIONS

All Steel Construction, Ball Bearing Suspensions, Separate Hanger Frame. Models finished in gray, black, green wrinkle or gray hammerloid. Write for information on other finishes.

WRITE FOR ILLUSTRATED LITERATURE ON THE COMPLETE LINE



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"Noesting"

Pronounced No-Sting

Paper Clips

Paper Fasteners

Thumb Tacks

Pins

Large Variety of Sizes and Styles.

Noesting considers QUALITY is of first importance.

NOESTING PIN TICKET CO., INC.
728 E. 136th Street, New York, N. Y.

certified emergency defense facilities of uncertain permanent usefulness. It is authorized by the Federal Government, under its resources expansion program, through the issuance of Certificates of Necessity permitting accelerated tax amortization on a specified portion of the investment.

But no practicable depreciation formula will permit recovery of full replacement cost over the life of an asset during a period of rising prices. Since you cannot predict price rises, you can't know the replacement price before the time comes for actual replacement. Moreover, many buildings and items of machinery and equipment are either not replaced at all, or are replaced with a different size or kind of item. Therefore, despite its inequities, original cost has remained as the basis of depreciation cost finding for accounting and income tax purposes.

When Does Replacement Pay?

Even though a piece of equipment is still in good working order, you may find it worth while to replace it with a newer model. Among the major advantages may be greater capacity, less scrap or rejections, lower maintenance cost, lower direct labor cost, and less floor space required. Offsetting these savings are increased depreciation, increased property taxes and insurance rates, and increased interest on the additional investment required. In addition, you also have the problem of providing the investment funds with which to make the purchase.

A study of the cost factors usually provides an answer in the form of savings (or loss) of so much a year per dollar of additional investment. If the saving indicated is, for example, 20 cents a year on the dollar, it is equivalent to a return of (interest of) 20 per cent. To state this another way, the investment will pay for itself in five years. Since funds for capital improvements are usually limited, they should be con-

NEARLY THREE SCORE YEARS AGO

. . . way back in 1895 to be exact our company was founded and the name U. S. TYPEWRITER RIBBON MFG. COMPANY was chosen. It was a good name because it told just what we made . . . typewriter ribbons!

From this modest start the extensive "U. S. Line" has emerged . . . which includes just about every item in the inked ribbon and carbon paper field!

The wide variety of products has shown the need for a more fully descriptive name . . . and so after 59 years may we reintroduce ourselves as:

U. S. CARBON & RIBBON MFG. CO. Inc.
621-623 CHERRY STREET
PHILADELPHIA 6, PENNA.
Established 1895

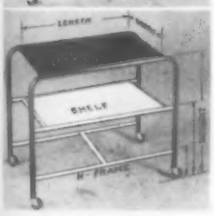
KOL STANDS

for every office requirement

The popular KOL Special Dictating Machine Stand. Overall height 23¾"; 2½" rubber casters, plus the famous feature "KOL NOISE-STOPPERS."

Model No. 110 The office "Dandy" with a dozen uses. Working surface, 16" x 24"; height 26"; 2" rubber casters, standard. 2½" & 3" available.

Model No. 120 "JUMBO." Big and sturdy. Ideal for card files, ledgers, postage meters, coin counters, duplicators, etc. Top panel—18" x 30"; 26" high; 2" casters, standard. 2½" & 3" available.



Custom Built Stands, expertly made, to your own specifications. From one to any quantity.

Write for catalog.

KOL INC.

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At last . . . STRAIGHT TALK *on merchandising—*

Key pointers you can apply in any business of any size to move goods faster

Just Out!

MERCHANDISING PRIMER

By BUD WILSON

President of Twining Sales Corporation. Formerly with R. H. Macy & Company, Young & Rubicam, Old Town Corporation, and Hanscom Baking Corporation.

216 pp., illus., $3.95

E. B. WEISS, *Director of Merchandising, Grey Advertising Agency, Inc., says:* "I recommend Mr. Wilson's book not only to the sales executive, the marketing and merchandising executives—but also to the advertising, and most certainly to the copy, executives."

HERE is a crystal-clear guidebook of the really essential features of sound merchandising—proven operational rules that will increase the efficiency and economy of your efforts, broaden markets, and lower marketing costs. Fast-reading, written in picture-primer style, it helps you plan and evaluate each phase of merchandising, from product design through point of sale. Takes up each of your major merchandising decisions, furnishing checklists of factors you should weigh before promoting any product in any market!

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Send me Wilson's MERCHANDISING PRIMER for 10 days' examination on approval. In 10 days I will remit $3.95, plus a few cents for delivery or return book postpaid. (We pay for delivery if you remit with this coupon; same return privilege.)

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This offer applies to U. S. only

High Grade Permanent

MAGAZINE BINDERS

Choice of Green, Blue, Brown or Black handsome stiff cover, Levant-grain imitation leather. Magazine titles imprinted in gold.

SPECIAL INTRODUCTORY DEAL

Attractive Counter or Window Merchandise Display supplied FREE with each initial order for 12 cartons, or a total of 48 covers and 17 assorted titles. Titles carefully selected for a quick turnover. Can deliver any other titles desired within 10 days.

Packed 4 to a carton. Guaranteed to satisfy.

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Immediate Shipment

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Qualified Dealers Write for Discounts.

TOLA SPECIALTIES

Specialists for Over 20 Years in Custom-made Binders for Advertising & Sales Presentations

554 West Adams Street Chicago 6, Ill.

centrated, so far as circumstances permit, on those items which will repay the cash outlay in the shortest time.

When your analysis shows that it would pay to replace an item of equipment, that item is said to be obsolescent. Nevertheless, financial provision or provision in the accounts seldom is made for such economic obsolescence. Several books on engineering economics provide formulas for calculating whether equipment is economically obsolescent; that is, whether it would be of financial advantage to replace it.

In any event, remember that the cost of depreciation used in a study of the replacement of equipment is *not* future depreciation or the undepreciated value of the old equipment. It is the amount of *depreciation on the new equipment* over the period when the old equipment might be continued in service if it were not replaced. For example, you have a machine with an expected life of 15 years, and consider replacing it after 12 years. The depreciation cost you should use in your calculations regarding replacement will be the cost of three years' depreciation on the *new machine* which will replace the one you now have.

Consider Depreciation As a Cost

Since all competitive sellers have costs and none can continue to sell below costs for very long, costs always influence competitive prices. When business is good, on the one hand, and demand is greater than supply (a seller's market), the seller with even then highest cost finds some customers. Hence this seller's cost has a tendency to set the price for all. When business is poor, on the other hand, and supply is greater than demand, the costs of the more efficient sellers tend to set the price, and the high cost producers tend to lose their markets.

Check these "SAFE-TEE" *features*

Welded Tubular Frame
Rubber Foot Caps
Won't Slide
All-Steel
Form-Fitting Baked Enamel Finish
Rounded Seat Corners
Can't Upset
Can't Collapse
Noiseless
Posture Back
Sturdy Braces

Ionia "SAFE-TEE" FOLDING CHAIRS

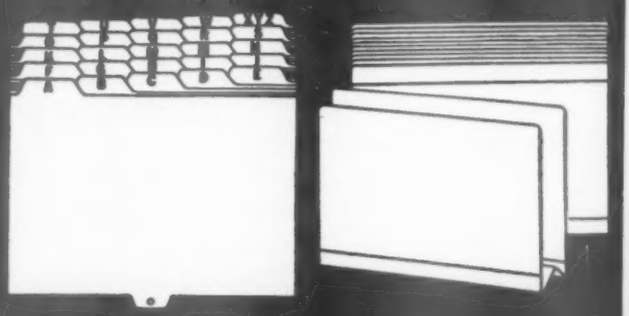
This Ionia Model 40 is a low-cost, all-steel, indestructible folding chair with a new safety design.

Again Available!
Our Model 45—luxury chrome finish, leather upholstered spring-filled seat and back. For top-flight executive use.

Choice of colors. Write today for folder and prices.

IONIA MFG. CO. • IONIA, MICH.

GUIDES AND FOLDERS



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ADVANCO PRODUCTS

Division of Advance Salesbook Co.

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with the amazing type cleaner...

CLAR-O-TYPE

Help your customers get SPARKLING LETTERS... and build good will for your establishment.

CLAR-O-TYPE not only cleans type cleaner . . . it's 100% safe. Non-inflammable. Sturdy, easy-to-use dauber chases lint and dirt. Order through your jobber or direct. Liberal discounts and free dealer helps.

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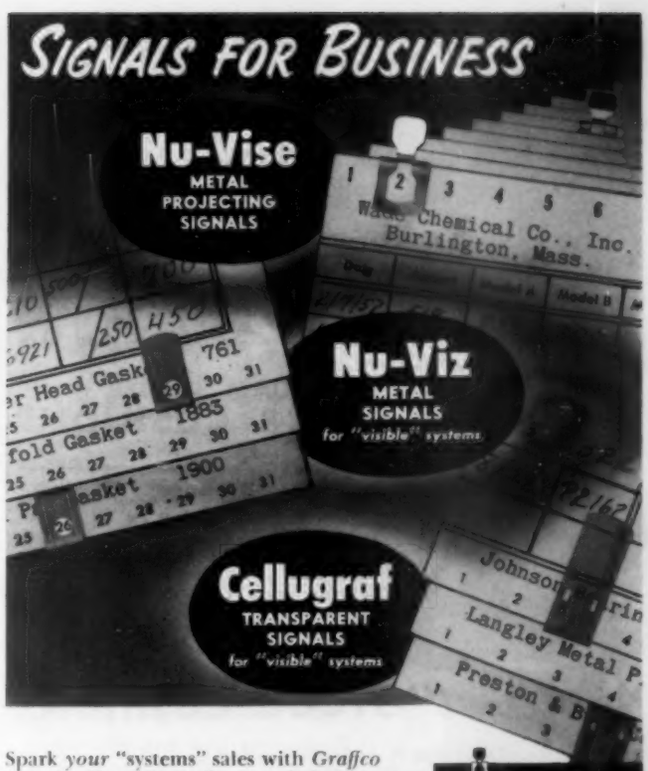
THE CLAROTYPE CO., INC. 261 BROADWAY NEW YORK 7, N. Y.

SIGNALS FOR BUSINESS



Spark *your* "systems" sales with *Graffco* Signals. Show how they remind, command action and point the way to facts. Notice how quickly they reveal to the customer greater efficiency and better control in any system.

GEORGE B. GRAFF COMPANY
54 Washburn Ave., Cambridge 40, Mass.

Graffco SIGNALS and MAPTACKS
Keep BUSINESS Under Control

It's New!

IT'S DIXIE CHROME

DIXIE "COLOR-KEYED" *CAPRI*

Brilliantly conceived member of the striking new Dixie "Holiday" series. Wonderful for reception room, lounge, show room, office — or home! New square-tube frames in satin-steel, or your choice of seven decorator colors in "EPON." Covers available in rich "Color-Keyed" tones to blend with frames. Coil-spring seats, backs.

Send TODAY for specification sheets on the entire New Dixie Chrome "Holiday" Series. No obligation, of course!

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Division of Southern Consolidated Mfg. Corp.
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Manufacturers Divisions of Decorative Furnishings

UNDERWRITERS' LABELED SAFES
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"Perfect" FOAM RUBBER CHAIR CUSHIONS IN De Luxe EXECUTIVE STYLE IN THREE SIZES

Covered with velour—fibre and velour—also corduroy and fibre in 2" thickness with boxed edges.

"Perfect" FOAM RUBBER CHAIR CUSHIONS

One side covered with rich pile corduroy for cool seasons, the other side with woven fibre for hot weather.

Filled with new live rubber having thousands of air cells that breathe with every move.

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Transforms Hard Stools into Soft Seats.
Available in four sizes 12", 13", 14", 15" Diameter

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MANUFACTURERS

Burroughs Creates Electronics Division

Growing importance of Burroughs Corporation's electronic products has resulted in the establishment of the Electronic Instruments Division as a separate manufacturing and marketing division, John S. Coleman, president, announced recently in Detroit.

The division formerly was a part of the Corporation's Philadelphia Research Center. Burroughs Electronic Instruments Division produces and markets scientific instruments, including pulse control units, scientific computers and electronic components such as vacuum tubes.

Perry O. Smith, who has been director of the division since it was started, has been named general manager. Lawrence T. LaPatka will serve as sales manager, and Herman J. Bruning, Jr., has been appointed chief accountant.

"Products of the Electronic Instruments Division have become such an important part of the company's business that its establishment as a separate operation was desirable," Mr. Coleman said.

The Philadelphia division produced the Burroughs "UDEC," the new electronic computer recently installed at Wayne University in Detroit.

A production model of the new Burroughs beam switching tube, which can do the work of 10 standard-type vacuum tubes, was introduced by the division at the recent Eastern Joint Computer Conference in Washington, D. C. The division also exhibited laboratory models of several other new electronic devices.

It will occupy the entire building at 1209 Vine St., Philadelphia, when the Research Center moves to its new $3,000,000 home in nearby Paoli, Pa., in the spring of 1954.

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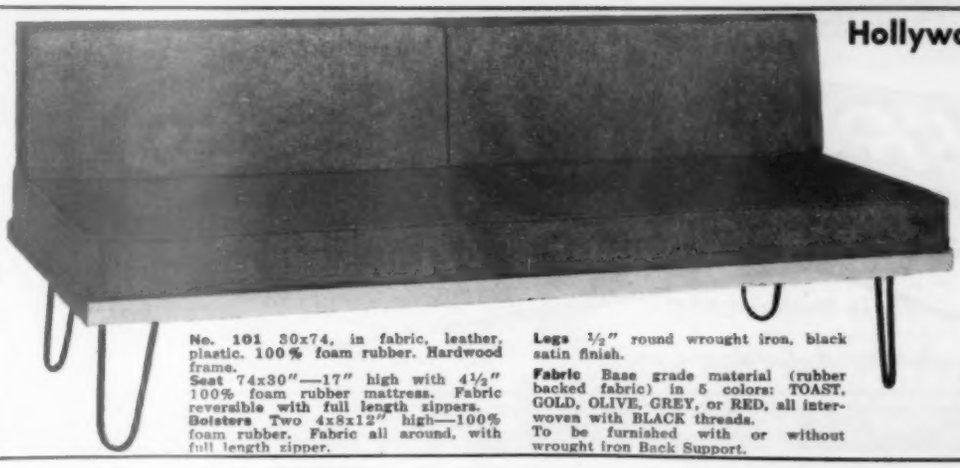

Hollywood Studio Divan

Designed and created by

Ehrlich of Grand Rapids

Extra sets of covers available for interchange of color scheme.

No. 101 30x74, in fabric, leather, plastic. 100% foam rubber. Hardwood frame.
Seat 74x30"—17" high with 4½" 100% foam rubber mattress. Fabric reversible with full length zippers.
Bolsters Two 4x8x12" high—100% foam rubber. Fabric all around, with full length zipper.

Legs ½" round wrought iron, black satin finish.

Fabric Base grade material (rubber backed fabric) in 5 colors: TOAST, GOLD, OLIVE, GREY, or RED, all interwoven with BLACK threads.
To be furnished with or without wrought iron Back Support.

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THE *Spring-Cushioned Typewriter Key*

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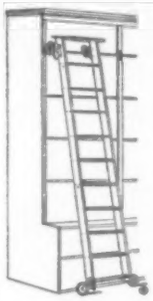
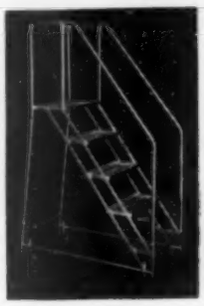


ROLLING LADDERS—Made from Oak or Birch.
SIDE and CEILING TYPES—with steel track for mounting on shelving, filing cabinets or ceiling.
"A" and LIBRARY TYPES—require no track and are mounted on wheels with Automatic Safety Brakes.
Send for Circular 42-OA and dealer discount.
WELDED STEEL SAFETY LADDERS—Made from 1" diameter round furniture tubing, with expanded metal steps. Mounted on Swivel Brake Casters. Ladder can be rolled freely when no one is on it. When you step on the ladder the rubber tipped legs rest on the floor and prevent rolling. Made in 2 to 8 step heights, and 3 widths.
Send for Circular 53-OA and dealer discount.



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Beautifully merchandised on self-selling counter display with 12 pens. Pre-sold with national ads—radio, TV, newspapers.

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- WON'T EVAPORATE
- WON'T RUN
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REFILLS 50¢

At your Wholesaler or write direct for literature and prices.

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. . . Raise the headpiece to any desired position . . . It will automatically stay at that position . . . To release the "Magic-Hold," raise the headpiece all the way. It can then be lowered to the "flat" position. Available in the finest plastic materials in a wide variety of colors. Show Leisurest for extra sales!!!

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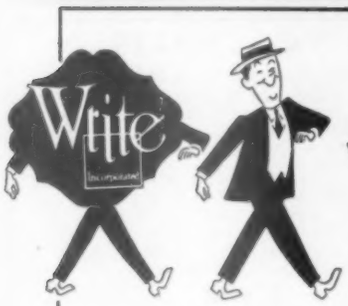

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CLEANS
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are best for keeping track of expense. There is a Personal Expense Book, too, for records at home.

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SAVES TIME AND WORK!
MAKES 8 BASIC FOLDS ON SHEETS UP TO 8½ x 14

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- INK-OUT contains no free acid, leaves no brown stains.
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All-steel construction, Gray or Green Hammerloid finish—No parts to break or lose or get out of order—Rubber Cushion Supports—3 13/16" wide by 9¼" long.

Uses regular Adding Machine Rolls, about 250 ft. Convenient Pencil Holder centered in Roll.

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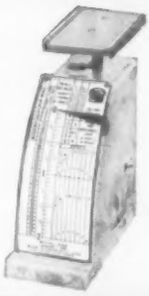

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For Durability, Speed, Precision and Economy, you can't buy better than a Boston.

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Also manufacturers of Speedball Pens and Products . . . Hunt Pens

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ALL FIGURES ON ONE LINE
For All Salaries from $0.01 to $200.00
INCLUDES DEDUCTIONS FOR
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WE DROP SHIP DIRECT TO YOUR CUSTOMERS
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SPECIFY REQUIREMENTS (Quantity, Steel or wood)

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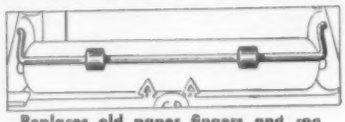
Dept. 22 — 1140 B'way, N.Y. 1, N.Y. MU 3-4834



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THE AMAZING NEW INVENTION THAT FITS PRACTICALLY ALL BALL POINT PENS
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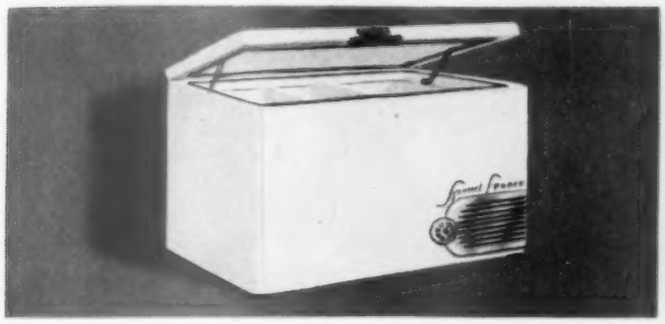

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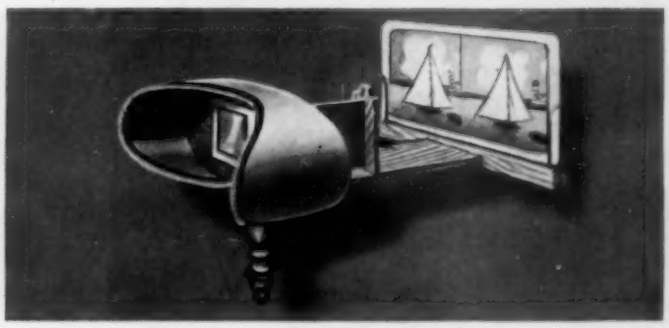

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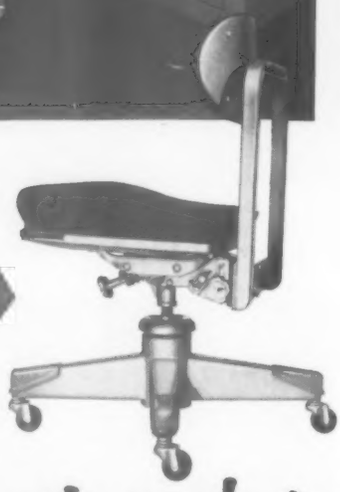
The credit for the many wonderful products of our "American Way of Life" must be *divided*. The Inventor, the Investor, the Businessman, the Worker—all rightfully share that credit. **BUT** . . . it is *Advertising* that tells the story of the product; it is *Advertising* that whets public appetite for the product; and it is *Advertising* that helps sell the product. **AND** . . . the more product-demand that Advertising builds, the more products must be manufactured. That means Mass-Production which, in turn, means better products at lower prices. In short, a *still higher* American living standard. **SO** . . . *everyone* benefits. Industry, Business, Labor, Agriculture. But, most important of all, YOU the citizen.

And all with the help of Advertising!

ADVERTISING FEDERATION OF AMERICA *and* ADVERTISING ASSOCIATION OF THE WEST • *(Prepared by the Cleveland Advertising Club)*



No. 1265
Secretarial Posture Chair

Spring tension tilting back rest with four way adjustment. Posture shaped height-adjustable seat of buoyant molded foam rubber. Replaceable snap-on seat.

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Free floating padded back rest adjustable up, down, forward and back. Spacious coil spring waterfall roll front seat with individualized up-down control.

New Royal posture chairs

to increase office efficiency and your profits!

Now give your customers the finest in secretarial and executive posture seating. Royal combines comfort with perfect support in these precision engineered swivel models with fully adjustable seats and backs. Frames are of strong, durable square tubular steel, and island bases are all welded. Choice of handsome Plastelle finishes.

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The best office chairs cost less, because . . .

a tired worker costs much more than a good chair

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PRINT IT EASY with this completely new "printing plant" in a package. Performs many small duplicating jobs . . . advertising post cards, inventory and record cards, notices, envelope stuffers, price cards, discount or packing slips, shipping tags, labels, or packages. New patented base with TRU-LINE GUIDE SLOTS assures perfect printing and registration on every piece. Uses low cost stencil on which message is typed, written or drawn.

—another example of Heyer's engineered efficiency—

A complete "direct-mail department" for your desk—for your home!

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dupli-kit

WITH INITIAL SUPPLIES

only $19.90 complete!

ADDRESS IT QUICK!

$10.95

ADDRESS IT QUICK with this portable addresser. So easy to use. Loads and handles like a camera. Spirit Fluid is applied, and address rolled on, in one smooth motion. Accommodates about 250 addresses on a single, changeable Master paper roll. Easy-to-fill wick cartridge holds sufficient fluid for full run. Each address good for 100 or more impressions. Speeds hundreds of routine operations where addressing or printing is required.

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PRINTS ANYWHERE —MANY USES

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ROCK ADDRESSER —PRINTS CLEAR

HEYER Portable PRINTER

Complete with Supplies
Packed in handy storage case

HEYER Portable ADDRESSER

Complete with Supplies
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...follow the "Leader"... the "Line of Least Resistance"...and that means Underwood. With Underwood YOU can i-n-c-r-e-a-s-e your "portable" profits. Linked to leadership are the big 4 in the Underwood Leader line—the Leader Portable Typewriter, bargain-priced, it's the fastest-selling portable on the market...and the 67 and 78-S Leader Adding Machines...as well as a completely new addition to your profit-progress—the 78-SP Leader Electric Adding Machine. Hop on the Underwood Leader Band Wagon today—and go places, profit-wise.

...and be a "Champ"...for you'll win with the Underwood Finger-Flite Champion Portable Typewriter in your profits lineup. You get every standard typewriter feature, see-set margins, and key-set tabulation with this up-to-the-minute Underwood Portable. Handsomely styled...a positive *must* for you. Underwood gives you profit-producing products designed to win you more satisfied customers with every sale.

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Underwood advertising is appearing regularly in leading publications read by your prospects and customers.

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Ask for your supply of Underwood Sales Promotion Material . . . to help you to greater, faster, profit-making sales!

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PART TWO

OFFICE APPLIANCES

BUYERS INDEX ISSUE

1946 · THE KEY TO PRODUCT SOURCES · 1954

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2300 W. CORNELL ST. MILWAUKEE 9, WISCONSIN

BUYERS INDEX ISSUE

a modern directory of sources for equipment, mechanical appliances and supplies for the office

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THE OFFICE APPLIANCE COMPANY

600 West Jackson Blvd., Chicago 6, Illinois

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Alphabetical List of MANUFACTURERS AND SUPPLIERS

A

A & F Tileboard Co., P. O. Box 4085, Alexandria, La.
A. & W. Products Co., Inc., 44-16 23rd St., Long Island City, N. Y.
Aalton Mfg. Co., 111 Sanford St., Brooklyn 5, N. Y.

ABBOTT COIN COUNTER CO., 143rd-144th Sts. & Wales Ave., New York 54, N. Y.
(See advertisement on page 78)

Abco Plastic and Supply Co., 59 E. Alpine St., Newark 5, N. J.

ACCO PRODUCTS, INC., Riverside Dr., Ogdensburg, N. Y.
(See advertisement on page 117)

Accounting Press, Inc., 222 W. Adams St., Chicago 6, Ill.
Accurate Sales Book Co., 211 W. Kilbourn Ave., Milwaukee 13, Wis.
Ace Art Co., Reading, Mass.
Ace Duplicating Supply Co., Inc., 2616 Sunset Blvd. Los Angeles 26, Calif.

ACE FASTENER CORP., 3415 N. Ashland Ave., Chicago 13, Ill.
(See advertisement on page 223)

Ace Lite-Step Co., 1708-14 S. State St., Chicago 16, Ill.
Ace Loose Leaf Bindery Co., 45 S. Wells St., Chicago, Ill.
Ackerman-Gould Co., 92 Bleecker St., New York 12, N. Y.

ACME BULLETIN & DIRECTORY BOARD CORP., 37 E. 12th St., New York 3, N. Y.
(See advertisement on page 49)

Acme Fastener Co., 411 N. Tenth St., St. Louis 1, Mo.
Acme, Inc., Romar Ave., Jersey City 5, N. J.
Acme Letter File Corp., 168 Park Row, New York 38, N. Y.
Acme Lite Products Co., 350 E. 182nd St., New York 57, N. Y.

ACME PRODUCTS CO., 406 N. Van Buren St., Green Bay, Wis.
(See advertisement on page 190)

Acme Publishing Co., 126 W. 22nd St., New York 11, N. Y.
Acme Shear Co., Bridgeport 1, Conn.
Acme Staple Co., 1643 Haddon Ave., Camden 3, N. J.
Acme Stencil Co., 2056 E. Fourth St., Cleveland 14, Ohio
Acme Visible Records, Inc., Crozet, Va.
Acro Wood Products Corp., 47 Watkins St., Brooklyn 12, N. Y.
Acromark Co., 103 Morrell St., Elizabeth 4, N. J.
Adams Bros. Salesbook Co., Topeka, Kans.
Adams, Cushing & Foster, Inc., 29 Melcher St., Boston, Mass.
Adams, Henry T., Mfg. Co., 8561 S. South Chicago Ave., Chicago, Ill.
Adams, S. G., Co., Tenth & Olive Sts., St. Louis 1, Mo.
Add-A-Unit Partition Co., 946 W. North Ave., Chicago, Ill.
Addo Machine Co., Inc., 145 W. 57th St., New York, N. Y.
Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.
Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland, Ohio
Addressoplate Corp., 373 Broadway, New York 13, N. Y.
Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., New York 10, N. Y.
Adhesive Products Corp., 1660 Boone Ave., New York 60, N. Y.
Adirondack Chair Co., 1140 Broadway, New York 1, N. Y.
Adjustable Caster Co., 1411 Walnut St., Philadelphia 2, Pa.
Adjusto-Swing Office Machine Stands Co., 509 Shelby St., Detroit 26, Mich.
Advance Directory Co., 204 E. 22nd St., New York 10, N. Y.
Advance Industries, 1900 S. California Ave., Chicago, Ill.
Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.

ADVANCO PRODUCTS, Div. Advance Salesbook Co., 148 W. 24th St., New York 11, N. Y.
(See advertisement on page 148)

Aetna Products Co., P. O. Box 438, Hicksville, N. Y.
Affleck Stationery Co., P. O. Box 9, Palmer, Mass.
Aget Mfg. Co., 1408 E. Church St., Adrian, Mich.

AIGNER, G. J., CO., 426 S. Clinton St., Chicago 7, Ill.
(See advertisements on pages 175, 179)

AIGNER INDEX CO., 99 Reade St., New York 13, N. Y.
(See advertisements on pages 175, 179)

Airgard Mfg. Co., 362 W. Erie St., Chicago 10, Ill.
Airline Mfg. Co. of Connecticut, Warehouse Point, Conn.
Airline Yarn Products Co., Inc., Gastonia, N. C.
Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton 1, Ohio
Ajax Time Stamp Co., Inc., 368 Broadway, New York 13, N Y.

AJUSTO EQUIPMENT CO., 2144 Madison Ave., Toledo 2, Ohio
(See advertisement on page 229)

Aladdin Industries, Inc., 703 Murfreesboro Rd., Nashville, Tenn.
Albemarle Paper Mfg. Co., Richmond, Va.
Albright, J. E., & Co., 833 Broadway, New York, N. Y.
Alexander Mfg. Co., Bloomington, Ill.
All Type Staple Co., 1600 Manhattan Ave., Union City, N. J.
Allegan Paper Products Co., Allegan, Mich.
Allen & Co., 13 Vandewater St., New York 7, N. Y.
Allen, R. C., Business Machines, Inc., 678 Front Ave., N.W., Grand Rapids 4, Mich.
Allen-Hunt Co., 187 N. Water St., Rochester, N. Y.
Alliance Rubber Co., 104 South St., Alliance, Ohio
Allied Carbon & Ribbon Mfg. Corp., 165 Duane St., New York 13, N. Y.
Allied Mercantile Co., 220 Broadway, New York 38, N. Y.
Allied Research Corp., 85 Childs St., West Lynn, Mass.

ALL-LUMINUM PRODUCTS, Reed St. 36th to 37th, Philadelphia 46, Pa.
(See advertisement on page 231)

All-Mark Stamp & Sales Co., 124 S. Chestnut St., Youngstown 1, Ohio
All-Purpose Metal Equipment Corp., 254 Mill St., Rochester 4, N. Y.
All-Rite Pen, Inc., 241 Hudson St., Hackensack, N. J.

ALL-STEEL EQUIPMENT INC., 44 Griffith Ave., Aurora, Ill.
(See advertisement on page 97)

Alma Desk Co., High Point, N. C.
Almac Plastics, Inc., 600 Broadway, New York, N. Y.
Alpine Mfg. Co., 753 Main St., Fitchburg, Mass.
Alteneder, Theo., & Sons, 1217 Spring Garden St., Philadelphia 23, Pa.
Aluminum Ladder Co., Worthington, Pa.

ALUMINUM SEATING CORP., 17 S. Cherry St., Akron 8, Ohio
(See advertisement on page 71)

Aluminum Venetian Blind Co., 7461 S. South Chicago Ave., Chicago, Ill.
Alvin Co., 868 Palisado Ave., Windsor, Conn.

AMBERG FILE & INDEX CO., Kankakee, Ill.
(See advertisement on page 147)

American Addressing Machine Corp., 510 Sixth Ave., New York 11, N. Y.
American Art Clay Co., 4717 W. 16th St., Indianapolis 24, Ind.
American Art Works, Coshocton, Ohio
American Automatic Typewriter Co., 614 N. Carpenter St., Chicago 22, Ill.
American Bank Equipment Co., 5408 Jefferson St., Philadelphia 31, Pa.
American Beauty Cover Co., 2002 N. Field St., Dallas 1, Tex.
American Bible Society, 450 Park Ave., New York, N. Y.
American Binder Co., 230 Taaffe Place, Brooklyn 5, N. Y.
American Brass Co., Waterbury, Conn.
American Business Systems, 2929 "B" St., Philadelphia, Pa.
American Cabinet Hardware Corp., Rockford, Ill.
American Carbon Paper Corp., 1313 W. Lake St., Chicago 7, Ill.
American Carbon Paper Mfg. Co., Ennis, Tex.
American Crayon Co., The, Sandusky, Ohio

AMERICAN DICTATING MACHINE CO., INC., 65 Madison Ave., New York 16, N. Y.
(See advertisement on page 105)

American Envelope Co., West Carrollton, Ohio
American Evatype Co., Deerfield, Ill.
American Expansion Bolt & Mfg. Co., 909 N. Spaulding Ave., Chicago, Ill.
American "falcon" Mfg. Corp., Auburn, Maine
American Fiber-Velope Mfg. Co., 231 N. 63rd St., Philadelphia 39, Pa.
American Fixture & Mfg. Co., 2300 Locust Blvd., St. Louis 3, Mo.
American Floor Products Co., 4922 Wisconsin Ave., N.W., Washington 16, D. C.
American Greetings Corp., 1328 W. 78 St., Cleveland, Ohio

AMERICAN HAIR & FELT CO., Mdse. Mart Plaza, Chicago 54, Ill.
(See advertisement on page 192)

American Kleer-Vu Plastics, Inc., 53-06 Grand Ave., Maspeth 78, N. Y.
American-LaFrance-Foamite Corp., 140 E. LaFrance St., Elmira, N. Y.
American Latex Products Corp., 3341 W. El Segundo Blvd., Hawthorne, Calif.
American Leather Mfg. Co., 250 Passaic St., Newark, N. J.
American Lithofold Corp., 500 Bittner St., St. Louis 15, Mo.
American Machine Works, Inc. 1320 Clark St., Racine, Wis.
American Manifold Products Corp., 2914 W. Medill St., Chicago 47, Ill.
American Mfg. Co., Noble and West Sts., Brooklyn, N. Y.
American Map Co., 16 E. 42nd St., New York, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, Ohio
American Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N. Y.

AMERICAN PAD & PAPER CO., Holyoke, Mass.
(See advertisement on page 233)

American Paper Goods Co., Kensington, Conn.
American Paper Products Co., East Liverpool, Ohio
American Passbook Co., 1270 Ontario St., Cleveland, Ohio
American Pencil Co., 500 Willow Ave., Hoboken, N. J.
American Perforator Co., 625 W. Jackson Blvd., Chicago 6, Ill.
American Photo Laboratories, 28 N. Loomis St., Chicago 7, Ill.
American Photocopy Equipment Co., 2849 N. Clark St., Chicago 14, Ill.
American Plastic Corp., 2938 N. Halsted St., Chicago 14, Ill.

AMERICAN REGISTER CO., 564 E. First St., Boston 27, Mass.
(See advertisement on page 28)

American Ribbon & Carbon Co., Inc., 229 Mill St., Rochester 4, N. Y.
American School Service Co., 1600 E. 30th St., Cleveland 14, Ohio

AMERICAN SEAL & STAMP CO., 32 S. Clark St., Chicago, Ill.
(See advertisement on page 218)

American Seating Co., Grand Rapids, Mich.
American Stamp Mfg. Co., 92 Fulton St., New York, N. Y.
American Standard Mfg. Co., 2509 S. Green St., Chicago 8, Ill.
American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo.
American Store Equipment and Construction Corp., 1657 Getty St., Muskegon 17, Mich.
American Tack Co., Inc., 175 Fifth Ave., New York 10, N. Y.
American Thermos Bottle Co., Norwich, Conn.
American Thermo-Ware Co., Inc., 12 Warren St., New York 7, N. Y.
American Trunk & Case Co., 811 W. Evergreen Ave., Chicago 22, Ill.
American Wall Safe Mfg. Co., Inc., 29 Pearl St., Worcester, Mass.
American Writing Ink Co., Inc., 15 Hathaway St., Boston 10, Mass.
American Writing Paper Corp., Holyoke, Mass.
Ameron Wallet & Leather Novelty Co., 4 W. 22nd St., New York 10, N. Y.
Ames Bag Co., Inc., 7017 Euclid Ave., Cleveland 3, Ohio
Ames Safety Envelope Co., 21 Vine St., Somerville, Mass.
Ames Supply Co., 564 W. Randolph St., Chicago 6, Ill.
Ameurope, Inc., 57 Newark Ave., Jersey City 2, N. J.
Amity Leather Products Co., West Bend, Wis.
Amplifier Corp. of America, 398 Broadway, New York 13, N. Y.
Anchor Hocking Glass Corp., Lancaster, Ohio
Ancram Paper Mills, The, 280 Madison Ave., New York 16, N. Y.
Anderson & Sons, Inc., Elm and Notre Dame Sts., Westfield, Mass.
Andrews, P. L., Corp., 1328 Broadway, New York, N. Y.
Andrews-Alderfer Co., Foam Div., 1055 Home Ave., Akron 10, Ohio
Angle Genesee Corp., 107 Norris Dr., Rochester 10, N. Y.
Angle Steel, Inc., Plainwell, Mich.
Angler's Products Co., 45-22 162nd St., Flushing 58, N. Y.
Annin & Co., 85 Fifth Ave., New York, N. Y.
Ansty, Arch K., Co., 171 Second St., San Francisco 5, Calif.
Antiseptol Co., 5524 Northwest Highway, Chicago, Ill.
Apex Business Systems, 540 Pearl St., New York, N. Y.
Apex Mfg. Co., Div., Apex Paper Box Corp., 311 W. Superior St., Chicago 10, Ill.
Apex Products Corp., 48 W. 22nd St., New York, N. Y.
Applegate Chemical Co., 5630 Harper Ave., Chicago 37, Ill.
Appleton-Century-Crofts, Inc., 35 W. 32nd St., New York 1, N. Y.
Appleton Coated Paper Co., Appleton, Wis.
Appliance Products Co., 2034 Jenifer St., Madison 4, Wis.
Applicator Co., 157 13th St., Brooklyn 15, N. Y.

APSCO PRODUCTS, INC., 336 N. Foothill Road, Beverly Hills, Calif.
(See advertisement on page 198)

Aqua Sportsman, Inc., 2518 Leslie Ave., Norwood, Cincinnati 12, Ohio
Arabol Mfg. Co., 110 E. 42nd St., New York, N. Y.
Arch Pen Co., 123 W. Madison St., Chicago, Ill.
Archer Label Co., 97 W. Union St., Pasadena 1, Calif.
Arco Manifolding Co., 21 Rose St., New York 7, N. Y.
Ard Mfg. Co., Inc., 19 Vine St., Evansville, Ind.
Arel, Inc., 4916 Shaw St., St. Louis 10, Mo.
Argus Mfg. Co., 1134 N. Kilbourn Ave., Chicago 51, Ill.
Ark-N-Sets, 100 Center St., Little Rock, Ark.
Arlington Seating Co., Arlington Heights, Ill.
Armstrong Cork Co., Lancaster, Pa.
Arnold, R. L., Pen Co., Inc., 142 E. Washington St., Petersburg, Va.

ARNOT-JAMESTOWN CORP., Jamestown, N. Y.
(See advertisement on page 196)

ARROW FASTENER CO., INC., One Junius St., Brooklyn 12, N. Y.
(See advertisement on page 226)

Arrow Lamp Mfg. Co., Inc., 22 W. 19th St., New York 11, N. Y.
Arrow Paper Products Co., 502 W. 30th St., New York, N. Y.
Arrowball Corp., Ilion, N. Y.
Art Crayon Co., Inc., 5601 First Ave., Brooklyn, N. Y.
Art Emboss-Print Co., Inc., 4520 S. Western Ave., Los Angeles, Calif.
Art In Bronze Foundry, 1621 E. 41st St., Cleveland, Ohio

ART METAL CONSTRUCTION CO., Jamestown, N. Y.
(See advertisement on page 93)

Art Metal Products Co., 3125 S. Kolin St., Chicago, Ill.
Art Novelty Mfg. Co., 1515 W. Cullerton St., Chicago 8, Ill.
Art Plastics Mfg. Co., 1240 S. Main St., Los Angeles 15, Calif.
Art Specialty Co., 3245 W. Lake St., Chicago 24, Ill.

ART STEEL SALES CORP., 170 W. 233rd St., New York 63, N. Y.
(See advertisements on pages 119, 120, 121, 122, 123, 124, 125, 126)

Artility Metal Products, Inc., Elkhart, Ind.
Artistic Desk Pad & Novelty Co., 721-731 E. 133rd St., New York 54, N. Y.
Artistic Lamp Mfg. Co., Inc., 395 Fourth Ave., New York 16, N. Y.
Artistic Reed & Willow Mfg. Co., 726 S. Desplaines St. Chicago 7, Ill.
Artkraft Mfg. Corp., Lima, Ohio
Artmor Plastics Corp., 1003 Oldtown Road, Cumberland, Md.
Ashtabula Hide & Leather Co., 3906 Main Ave., Ashtabula, Ohio
Associated Industrial Designers, P. O. Box 12652, Los Angeles 39, Calif.
Associated Services, P. O. Box 48, Carlinville, Ill.

ASSOCIATED STATIONERS SUPPLY CO., 229 S. Jefferson St., Chicago 6, Ill.
(See advertisement on page 158)

Athol Mfg. Co., Athol, Mass.
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga.
Atlantic Brass Works, Inc., 2600 W. Addison St., Chicago, Ill.
Atlantic Furniture Products Co., Inc., 1330 S. Sharp St., Baltimore, Md.
Atlantic Register Co., 144 Moody St., Waltham 54, Mass.
Atlas Machine Cover Mfg. Co., 2424 S. Canal St., Chicago 16, Ill.
Atlas Sponge Co., 9 White St., New York, N. Y.
Atlas Stationery Corp., 57 W. 23rd St., New York, N. Y.

ATLAS STENCIL FILES CORP., 16716 Westfield Ave., Cleveland 10, Ohio
(See advertisements on pages 134, 145)

Atlas Tack Corp., Fairhaven, Mass.
Atlas Tag Co., Neenah, Wis.
Auburn Heights Mfg. Co., 2481 Leach Rd., Pontiac, Mich.
Auburn Mfg. Co., 10 Stack St., Middletown, Conn.
Aurora Steel Products Co., 153 Third St., Aurora, Ill.
Autocopy, Inc., 12150 S. Peoria St., Chicago 43, Ill.
Autographic Business Forms, Inc., 212 7th St., Hoboken, N. J.
Automatic Coinwrapping Machine Corp., 37 E. 18th St., New York, N. Y.
Automatic File & Index Co., 549 W. Washington Blvd., Chicago, Ill.
Automobile Cover Corp., 3526 Hudson Blvd., Jersey City, N. J.
Automotive Stamping Co., 15396 Idaho Ave., Detroit 3, Mich.
Autopen Sales & Service Co., 1026 20th St., N.W., Washington, D. C.
Autopoint Co., 1801 Foster Ave., Chicago 40, Ill.
Avalon Products, Inc., 1330 E. 16th St., Los Angeles 21, Calif.
Avery Adhesive Label Corp., 1616 S. California Ave., Monrovia, Calif.
Avon Pen Products Co., Inc., P. O. Box 64, New York 10, N. Y.
Ayres Corp., P. O. Box 1081, Wilmington, Calif.

B

BB Chemical Co., 784 Memorial Drive, Cambridge 39, Mass.
B-B Pen Co., Inc., 6245 Santa Monica Blvd., Hollywood 38, Calif.
B-T Co., Inc., 121 N. Broadway, Milwaukee 2, Wis.
Bache, Semon, & Co., 636 Greenwich St., New York 14, N. Y.
Baco Ribbon & Supply Co., 612 N. Sappington, Kirkwood 22, Mo.
Badgaire, Inc., 2254 S. Kinnic Ave., Milwaukee, Wis.
Badger Paper Mills, Inc., Peshtigo, Wis.
Baer Strand Ledger & Binder Wholesale Co., 225 S. Third St., Minneapolis 1, Minn.
Baff Mfg. Co., North Arlington, N. J.
Bailie Basket Co., 827 Washington St., Boston, Mass.

BAINBRIDGE, KIMPTON & HAUPT, INC., 218 Greenwich St., New York 8, N. Y.
(See advertisement on page 23)

Bainbridge's, Chas. T., Sons, 20 Cumberland St., Brooklyn 1, N. Y.
Bakelite Corp., 30 E. 42nd St., New York, N. Y.
Baker Brush Co., Inc., 83 Grand St., New York, N. Y.
Baker Check Tray Co., 15½ E. Central Ave., Miami, Okla.
Ball Pen Co., 6235 Santa Monica Blvd., Hollywood, Calif.
Ballard Pencil Co., P. O. Box B, Glenwood, N. J.
Ballmore Co., 139 Pennsylvania Ave., Wayne, Pa.
Baltimore Dictating Machine Co., 817 E. 33rd St., Baltimore, Md.
Baltimore Salesbook Co., 3120 Frederick Ave., Baltimore 29, Md.
Bandes, Julius, & Co., Inc., 3 Cedar Lane, New Hyde Park, L. I., N. Y.
Bank Products Co., 3 Park Place, New York 7, N. Y.
Bank Vault Inspection Co., 1809 Callowhill St., Philadelphia 30, Pa.

BANKERS BOX CO., 720 S. Dearborn St., Chicago 5, Ill.
(See advertisements on pages 36, 145, 146)

BANKERS & MERCHANTS, INC., 3229 N. Sheffield Ave., Chicago 13, Ill.
(See advertisement on page 211)

BANOV-BERNSLEY & CO., INC., 37 E. 21st St., New York 10, N. Y.
(See advertisement on page 87)

Barcalo Mfg. Co., 166 Chandler St., Buffalo 7, N. Y.
Bare, D. M., Paper Co., Roaring Spring, Pa.
Barkin Expanding Envelope Co., Inc., 78 Greene St., New York, N. Y.

BARKLEY, C. L., & CO., 1220 W. Van Buren St., Chicago 7, Ill.
(See advertisements on pages 155, 173)

Barlam, Wm., Rubber Stamp Mfg. Co., 396 E. Tremont Ave., Bronx 57, N. Y.
Barnard, Geo. D., Co., 3863 Laclede Ave., St. Louis 8, Mo.
Barnes, A. R., & Co., 8111 N. St. Louis St., Skokie, Ill.
Barrett Adding Machine Div., Lanston Monotype Machine Co., 24th at Locust St., Philadelphia 3, Pa.
Barrett Bindery Co., 1330 W. Monroe St., Chicago 7, Ill.
Barrett, C. E., & Co., 6794 N. Ionia St., Chicago, Ill.
Barrett, P. L., 118 Brooke Ave., Norfolk, Va.
Barrett, Wm. L., Co., 30 School St., Bristol, Conn.
Barrett-Cravens Co., 4613 S. Western Ave., Chicago, Ill.
Bartlett Label Co., 2135 Portage St., Kalamazoo 29F, Mich.
Barwel Mfg. Co., Inc., 95 Commercial St., Brooklyn, N. Y.

BASSICK CO., 437 Howard Ave., Bridgeport 2, Conn.
(See advertisement on page 61)

Bastian Brothers Co., 1600 N. Clinton Ave., Rochester 1, N. Y.
Bates Accounting Forms Co., Inc., 33 W. 42nd St., New York 18, N. Y.
Bates Mfg. Co., Orange, N. J.
Baum, Russell Ernest, Inc., 615 Chestnut St., Philadelphia 6, Pa.
Bausch & Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
Bay West Paper Co., Green Bay, Wis.

BEACH PUBLISHING CO., 7338 Woodward Ave., Detroit 2, Mich.
(See advertisement on page 42)

Bearse Mfg. Co., 3815 W. Cortland St., Chicago, Ill.
Beaumont Co., Morgantown, W. Va.
Beaver Furniture Corp., 42 Greene St., New York 13, N. Y.
Beck Duplicator Co., 18 W. 18th St., New York 11, N. Y.
Beckley-Cardy Co., 1632 Indiana Ave., Chicago 16, Ill.
Beekman Paper Co., Inc., 137 Varick St., New York 13, N. Y.
Beistle Co., Shippensburg, Pa.
Belber Trunk & Bag Co., 125 N. Wabash Ave., Chicago 1, Ill.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, Ohio
Belmar Mfg. Co., 16 Marble St., Canton, Pa.
Bemis Bros. Bag Co., 408 Pine St., St. Louis 2, Mo.
Benjamin Electric Mfg. Co., Northwest Highway, Desplaines, Ill.
Bennett Mfg. Co., Inc., 41 Mechanic St., Aiden, N. Y.
Benner Leather Goods Co., 315 W. Wright St., Milwaukee, Wis.

BENTSON MFG. CO., 652 N. Highland Ave., Aurora, Ill.
(See advertisement on page 103)

Bentwood Products, Inc., 1555 S. 10th St., Louisville, Ky.

BERGER MFG. DIV., REPUBLIC STEEL CORP., 1038 Belden Ave., N.E., Canton 5, Ohio
(See advertisement on page 129)

Berkeley Industries, 230 Fifth Ave., New York 1, N. Y.
Berkey Leather Furniture Corp., 595 Broadway, New York 12, N. Y.
Berlin & Jones Co., Inc., 601 W. 26th St., New York, N. Y.
Berman, L. & Co., 1125 W. Eichel Ave., Evansville 7, Ind.
Bermat Products Corp., 74 Lafayette St., New York, N. Y.
Berns Mfg. Corp., 3050 N. Rockwell St., Chicago 18, Ill.
Bert Mfg. Co., Irvington-on-Hudson, N. Y.
Best, Richard, Pencil Co., 211 Mountain Ave., Springfield, N. J.
Better Packages, Inc., Plant No. 5-A, 259 Canal St., Shelton, Conn.
Bettercraft Co., 311 N. Desplaines St., Chicago 6, Ill.
Bickett, L. M., Co., Watertown, Wis.
Big Joe Mfg. Co., 900 W. Jackson Blvd., Chicago, Ill.
Bigelow-Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Bildey Products Corp., 82 Duane St., New York 7, N. Y.
Biltwell Products Co., State Highway No. 22, Union, N. J.
Binney & Smith Co., 380 Madison Ave., New York, N. Y.
Bircher Co., Inc., 192 Mill St., Rochester 4, N. Y.
Bird & Son, Inc., East Walpole, Mass.
Bison Distributing Co., P. O. Box 36, Buffalo 16, N. Y.
Bison Research Service, Buffalo, Minn.

BLACKBOURN SYSTEMS, INC., 230 S. Cedar Lake Rd., Minneapolis 5, Minn.
(See advertisement on page 41)

Blade Printing & Paper Co., 232 Superior St., Toledo 4, Ohio

BLAIR ALUMINUM FURNITURE CO., Marietta, Ga.
(See advertisement on page 64)

Blair, J. C., Co., Huntingdon, Pa.
Blaisdell Pencil Co., Bethayres, Pa.
Blake Industries, 16738 E. Warren St., Detroit 24, Mich.
Blanchard Bros. & Lane, 408 Frelinghusen Ave., Newark 5, N. J.
Blank, Arthur, & Co., Inc., 38 Causeway St., Boston 14, Mass.
Blue Robin Corp., 11 W. 42nd St., New York 18, N. Y.
Blue Star Leather Mfg. Corp., 55 W. 26th St., New York 10, N. Y.
Blumberg, Julius, Inc., 71 Broadway, New York 6, N. Y.
Boeckler Instrument Co., P. O. Box 6155, Tucson, Ariz.
Bogen, David, Co., Inc., 29 9th Ave., New York, N. Y.
Bohn Duplicator Corp., 260 Fifth Avenue, New York 1, N. Y.
Bolsey Corp. of America, 118 E. 25th St., New York 10, N. Y.
Bolta Products Sales Inc., 151 Canal St., Lawrence, Mass.
Bond Equipment Co., 6633 Enright Ave., St. Louis 5, Mo.
Bonnar-Vawter, Inc., 1717 E. 30th St., Cleveland 14, Ohio
Bonney-Vehslage Tool Co., 61 N. J. R. R. Ave., Newark 5, N. J.
Bookmaster Co., First National Bank Bldg., Miami, Okla.
Boomerang Chair Pad Co., 447 Brookes Ave., Passaic, N. J.

BOORUM & PEASE CO., 84 Hudson Ave., Brooklyn 1, N. Y.
(See advertisement on page 157)

Bordeaux Co., West Springfield, Mass.
Borg-Erickson Corp., 1133 N. Kilbourn Ave., Chicago 51, Ill.

BORROUGHS MFG. CO., 3002 N. Burdick, Kalamazoo, Mich.
(See advertisement on page 219)

Bosca, Hugo, Co., Inc., Springfield 99, Ohio
Bostitch, Inc., Mechanic St., Westerly, R. I.
Boston Drinking Cup Co., 297 High St., Dedham 1, Mass.
Boston Envelope Co., 297 High St., Dedham 1, Mass.
Bostwick-Goodell Co., Norwalk, Ohio
Botts Mfg. Co., The, 79 Crosby St., New York 12, N. Y.
Bowman Specialty Co., 2710 Detroit Ave., Cleveland 13, Ohio
Boyce, A. E., Co., Muncie, Ind.
Boyle Leather Goods Co., Inc., 36 E. 31st St., New York 16, N. Y.

BRADLEY, MILTON, CO., 74 Park St., Springfield 2, Mass.
(See advertisement on page 239)

Bradner Smith & Co., 333 S. Desplaines St., Chicago 6, Ill.
Brandt Automatic Cashier Co., Watertown, Wis.
Brenner, Wm., Furniture Corp., 318 W. Third St., Cincinnati, Ohio
Brewster Mfg. Co., 2262 Bedford Ave., Brooklyn 26, N. Y.
Bridgeport Hardware Mfg. Corp., 100 Seaside Park, Bridgeport 5, Conn.
Bridgeport Pen Co., 237 John St., Bridgeport, Conn.

BRIGHT CHAIR CO., INC., 133 Bleecker St., New York 12, N. Y.
(See advertisement on page 163)

Brightwater Paper Co., Adams, Mass.
Bristol Mfg. Co., 1670 Morrow St., Green Bay, Wis.
Bristol Paper Products, Inc., 25-25 Borden Ave., Long Island City 1, N. Y.
Bristow, Stanley R., 22 Central Ave., West Orange, N. J.
Bro-Dart Industries, 59 E. Alpine St., Newark 5, N.J.
Brooklyn Mailing Device Co., 233 S. First St., Brooklyn 11, N. Y.
Brown, Arthur, & Bro., Inc., 2 W. 46th St., New York 19, N. Y.
Brown & Bigelow, 1286 University Ave., St. Paul, Minn.
Brown, L. L., Paper Co., Adams, Mass.
Brown Paper Goods Co., Libertyville, Ill.

BROWNE-MORSE CO., Muskegon, Mich.
(See advertisement on page 102)

Brownie Mfg. Co., 55 Frankfort St., New York, N. Y.
Brownville Paper Co., Brownville, N. Y.
Bruning, Charles, Co., Inc., 4754 Montrose Ave., Chicago 41, Ill.
Brunswick-Balke-Collender Co., 623 S. Wabash Ave., Chicago 5, Ill.
Brush Electronics Co., 3405 Perkins Ave., Cleveland 14, Ohio

BRUSHMAKERS, INC., 529 S. Seventh St., Minneapolis, Minn.
(See advertisement on page 49)

BRUSH-PUNNETT CO., 547 West Ave., Rochester 11, N. Y.
(See advertisement on page 212)

Buchan Loose Leaf Records Co., 470 S. Penn St., Clifton Heights, Pa.
Buckens Mfg. Co., 134 Seymour St., Stratford, Conn.
Buckeye Ribbon & Carbon Co., 7209 St. Clair Ave., Cleveland, Ohio
Buckstaff Co., 1122 S. Main St., Oshkosh, Wis.

BUD TYPE CLEANER CO., 4229 York Road, Baltimore 12, Md.
(See advertisement on page 240)

Budlew Products Co., 440 N. Orleans St., Chicago 10, Ill.
Buhl Optical Co., 1009 Beech Ave., Pittsburgh 33, Pa.
Bulman, E. O., Mfg. Co., Inc., 1719 Elizabeth St., N.W., Grand Rapids, Mich.
Bump Paper Fastener Co., 1830 West Ave., S., La-Crosse, Wis.
Bunn, B. H., Co., 7605 S. Vincennes Ave., Chicago, Ill.
Burgess Fastening Co., 1220 W. Ninth St., Cleveland 13, Ohio
Burke & James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.
Burkhardt Co., 545 W. Larned St., Detroit 26, Mich.
Burlington Venetian Blind Co., Burlington, Vt.
Burlington Willow Ware Shop, Burlington, Iowa
Burns Mfg. Co., 1605 Central Ave., Far Rockaway, N. Y.
Burroughs Corp., 6071 Second Ave., Detroit 32, Mich.
Burton Paper Products Corp., 25-25 Borden Ave., Long Island City, N. Y.
Bushnell, Alvah, Co., 925 Filbert St., Philadelphia 7, Pa.
Business Efficiency Aids, 8114 Lawndale Ave., Skokie, Ill.
Business Machine Products, Inc., 96 Liberty St., New York 6, N. Y.
Business Systems Corp., 100 Sixth Ave., New York, N. Y.
Buxton, Inc., 93 Orleans St., Springfield, Mass.
Buzza-Cardozo, Inc., 127 N. San Vincente Blvd., Los Angeles 48, Calif.

C

C & H Supply Co., Metal-Cal Div., Boeing Field, Seattle, Wash.
Cabot's Promotional Aids, Inc., 910 W. Van Buren St., Chicago 7, Ill.
Cadie Chemical Products, Inc., 549 W. 132nd St., New York, N. Y.
Cadillac Office Equipment, 4545 W. Lake St., Chicago, Ill.
Calculagraph Co., Harrison, N. J.
Calculator Equipment Corp., Orange, N. J.
Calvert Lithographing Co., 2100 W. Grand River Ave., Detroit 1, Mich.
Cameron Mfg. Co., 1615 Bryan St., Dallas 1, Tex.
Campbell Box & Tag Co., 903 S. Main St., South Bend, Ind.
Campbell Products Co., 520 N. Michigan Ave., Chicago, Ill.
Camporese Cabinet Co., 2425 45th St., Astoria, L. I., N. Y.
Can-Pro Corp., 33 E. McWilliams St., Fond du Lac, Wis.
Canton Glass Co., Inc., Marion, Ind.
Canvas & Leather Novelty Co., 303 Fifth Ave., New York, N. Y.
Carbon Paper Pac Co., 210 S. Clinton St., Chicago 6, Ill.
Carbonized Paper Co., 1000 21st St., Lincoln 1, Nebr.
Cardinal Products, Inc., New Philadelphia, Ohio
Cardinal Sales, Inc., 5631 W. Madison St., Chicago 44, Ill.
Cardinell Corp., 15 Label St., Montclair, N. J.
Cardmaster Co., 1920 W. Sunnyside Ave., Chicago 40, Ill.
Carlton Brief Case Corp., 736 Broadway, New York 3, N. Y.
Carlton-Surrey, Inc., Exhibition Building, Grand Rapids, Mich.
Carondelet Mfg. Co., 5826 S. Broadway, St. Louis, Mo.
Carpenter Paper Co., 2402 Douglas St., Omaha 2, Nebr.
Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.
Carroll, J. B., Co., 319 N. Albany Ave., Chicago, Ill.
Carter's Ink Co., 239 First St., Cambridge 42, Mass.
Case Bros., Inc., P.O. Box 831, Highland Park, Manchester, Conn.
Case & Risley Press Paper Co., Oneco, Conn.
Case, W. R., & Son, Bradford, Pa.
Casto & Harris, Inc., Spencer, W. Va.
Cellulose & Paper Converting Co., Inc., 1627 N. American St., Philadelphia 22, Pa.

CEL-U-DEX CORP., 1 Main St., Brooklyn 1, N. Y.
(See advertisement on page 175)

CENTRAL CAN CO., INC., 2417 W. 19th St., Chicago, Ill.
(See advertisement on page 243)

Central Desk Mfg. Co., 454 N. Armour St., Chicago 22, Ill.
Central Paper Co., Menasha, Wis.
Central Tablet Mfg. Co., 414 Woodland St., Columbus 3, Ohio
Chaffee Distributing Co., 1410 Grand Ave., Kansas City 6, Mo.
Challenge Machinery Co., Grand Haven, Mich.
Challenger, Inc., P. O. Box 67, New Haven, Mich.
Challenger Steel Products Corp., 350 Morgan Ave., Brooklyn 11, N. Y.
Champion, Iden Charles, Co., 4625 W. Wells St., Milwaukee 13, Wis.
Champion Paper & Fibre Co., 601 N. "B" St., Hamilton, Ohio
Chandler & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio
Chaney Mfg. Co., 1200 Pleasant St., Springfield, Ohio
Changepoint, Inc., 544 S. Rockford St., Tulsa 10, Okla.
Chardon Rubber Co., Chardon, Ohio
Charm Products Mfg. Corp., 225 Lafayette St., New York 12, N. Y.
Chart-Pak, Inc., 102 Lincoln Ave., Stamford, Conn.
Charvoz-Roos Corp., 185 Hackensack St., East Rutherford, N. J.
Chatillon, John, & Sons, 85 Cliff St., New York 7, N. Y.
Check Writer Co., Inc., 536 Broadway, New York 12, N. Y.
Chicago Binder & File Co., 720 S. Dearborn St., Chicago 5, Ill.

CHICAGO CARD HOLDER CO., 844 Ridge Road, Highland Park, Ill.
(See advertisement on page 179)

Chicago Cardboard Co., 1240 N. Homan Ave., Chicago, Ill.

CHICAGO DESK PAD CO., INC., 15 N. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 85, 88, 170)

Chicago Dictating Machine Co., 549 W. Randolph St., Chicago 6, Ill.

CHICAGO LOCK CO., 2026 N. Racine Ave., Chicago, Ill.
(See advertisement on page 186)

Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago 9, Ill.
Chicago Printed String Co., 2320 W. Logan Blvd., Chicago, Ill.
Chicago Saddlery Co., 105 S. Jefferson St., Chicago 6, Ill.
Chicago Specialties Mfg. Co., 2634 N. Laramie Ave., Chicago 39, Ill.
Chicago Thrift-Etching Corp., 1555 N. Sheffield Ave., Chicago, Ill.
Chicago Watchclock Div., Great Lakes Industries, Inc., 1526 S. Wabash Ave., Chicago 5, Ill.
Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio
Cin-Made Corp., Third and Eggleston Aves., Cincinnati 2, Ohio
City Display, Inc., 842 Sixth Ave., New York 1, N. Y.
Clarin Mfg. Co., 4640 W. Harrison St., Chicago 44, Ill.
Clark, Keith, Inc., 130 W. 42nd St., New York, N. Y.
Clark, R. K., Co., Inc., 3219 Penn Ave., N., Minneapolis, Minn.
Clark, R. W., Mfg. Co., 5137 Lincoln Ave., Chicago 25, Ill.
Clark, W. L., Co., Inc., 56 Lafayette St., New York, N. Y.
Clarotype Co., Inc., 261 Broadway, New York 7, N. Y.
Clary Multiplier Corp., San Gabriel, Calif.
Clearprint Paper Co., 1482 67th St., Emeryville, Calif.
Cleevelandt Corp., 2 W. 46th St., New York 19, N. Y.
Clemco Desk Mfg. Co., Bloomfield, Ind.
Cleveland Container Co., 3571 W. 62nd St., Cleveland, Ohio
Cleveland Leather Goods Co., 28 Noble Court, N.W., Cleveland, Ohio
Cline, K. F., Co., Inc., 1508 McGavock St., Nashville 9, Tenn.
Clyne Mfg. Co., 3207 Harrison St., Cincinnati, Ohio
Coast Book Cover Co., 810 E. Third St., Los Angeles 54, Calif.
Coast Directory Co., 1121 Howard St., San Francisco 3, Calif.
Codex Book Co., Inc., Norwood, Mass.
Codo Mfg. Corp., Coraopolis, Pa.
Coinometer Corp., 1223-7 S. Wabash Ave., Chicago 5, Ill.
Cole, H., Co., 82 N. High St., Columbus, Ohio
Cole, M. T., Co., 5522 S. Everett Ave., Chicago 37, Ill.

COLE STEEL EQUIPMENT CO., INC., 285 Madison Ave., New York 17, N. Y.
(See advertisements on pages 135, 136, 137, 138, 139, 140, 141, 142)

Collier Mfg. Corp., 430 W. Grant Place, Chicago 14, Ill.
Collier-Keyworth Co., Gardner, Mass.
Collins-Benton Co., Inc., 200 Washington St., Hoboken, N. J.
Collins, J. J., Sons, 1315 W. Congress St., Chicago, Ill.
Collins & Williams Co., Inc., Willimantic, Conn.
Colonial Carbon Co., 5150 Church St., Skokie, Ill.
Colonial Co., 2416 65th St., Brooklyn 4, N. Y.
Colonial-Premier Co., 466 W. Superior St., Chicago 10, Ill.
Colson Corp., Elyria, Ohio
Colson, U. O., Co., Paris, Ill.
Columbia Chemical Co., Inc., 154 E. Erie St., Chicago, Ill.
Columbia Pencil Co., Inc., New Hyde Park, L. I., N. Y.

COLUMBIA RIBBON & CARBON MFG. CO., INC., 136 Herb Hill Rd., Glen Cove, L. I., N. Y.
(See advertisements on pages 57, 207)

COLUMBIA STEEL EQUIPMENT CO., Lincoln-Liberty Bldg., Philadelphia 7, Pa.
(See advertisement on page 98)

Columbia Walescraft, Ltd., 50 W. 17th St., New York, N. Y.
Columbia Wiping Cloth Co., 1720 Wabash Ave., Kansas City 1, Mo.

COLUMBIAN ART WORKS, INC., 2300 W. Cornell St., Milwaukee 9, Wis.
(See advertisement inside front cover)

Columbian Rope Co., Auburn, N. Y.
Columbus Show Case Co., 850 W. Fifth St., Columbus, Ohio
Colwell Publishing Co., 115 University Ave., Champaign 5, Ill.
Combined Industries, Inc., 33-01 Far Rockaway Blvd., Edgemere 91, N. Y.
Comfort Cushion Co., Inc., 11 Commercial St., Malden 48, Mass.
Comfort Lines, Inc., 1735 W. Diversey Blvd., Chicago, Ill.
Commander Mfg. Co., 4225 W. Kinzie St., Chicago, Ill.
Commercial Card System Co., 135 W. Grand St., New York 13, N. Y.
Commercial Controls Corp., 1 Leighton Ave., Rochester 2, N. Y.
Commercial Paper Co., 523 Cherry St., Philadelphia 6, Pa.
Commercial Paste Co., 504 Buttles Ave., Columbus 8, Ohio
Commonwealth Publishing Co., 542 S. Dearborn St., Chicago 5, Ill.
Commonwealth Steel Products Corp., 1112 E. Cary St., Richmond, Va.
Compass Instrument & Optical Co., Inc., 268 Fourth Ave., New York 10, N. Y.
Compco Corp., 2251 W. St. Paul Ave., Chicago 47, Ill.
Comprehensive Fabrics, Inc., 49 W. 33rd St., New York, N. Y.
Compton, W. H., Shear Co., 314 Camden St., Newark, N. J.
Concord Pen Co., 41 Great Jones St., New York, N. Y.
Congoleum-Nairn, Inc., Kearney, N. J.
Congress Chair Co., Inc., 26 Tiffany Pl., Brooklyn, N. Y.
Conklin Pen Co., 900 N. Franklin St., Chicago, Ill.
Connecticut Telephone and Electric Corp., Meriden, Conn.
Conolly, Henry, Co., 228 South Ave., Rochester 4, N. Y.
Consolidated Business Systems, Inc., 30 Vesey St., New York 7, N. Y.
Consolidated Loose Leaf, Inc., 536 Pearl St., New York 7, N. Y.

CONSOLIDATED RIBBON & CARBON CO., 2900 W. Medill Ave., Chicago 47, Ill.
(See advertisement on page 56)

Consolidated Stamp Mfg. Co., Inc., 44 Warren St., New York 7, N. Y.
Continental Bank-Supply Co., Mexico, Mo.
Continental Decalcomania Co., Sparta, Mich.
Continental Felt Co., 22 W. 15th St., New York 11, N. Y.
Continental Fixtures Co., 1104 W. Main St., Oklahoma City, Okla.
Continental Ink Co., 3144 S. Austin Blvd., Cicero 50, Ill.
Continental Mfg. Co., Inc., 706 Sixth Ave., New York 10, N. Y.
Convoy, Inc., 3480 Navarre Rd., S.W., Canton 6, Ohio
Cook, H. C., Co., 14 Beaver St. Ansonia, Conn.

COOKE & COBB CO., 122 E. 23rd St., New York 10, N. Y.
(See advertisements on pages 32, 33, 154)

COOKS', INC., 780 Wright Ave., Camden, N. J.
(See advertisement on page 36)

Cooke Time Stamp Co., 1111 Farnam St., Omaha, Nebr.
Coppage Printing & Loose Leaf Co., Inc., 441 Pearl St., New York 7, N. Y.
Copy Holder Co., 531 Mission St., San Francisco, Calif.
Copy Papers Sales & Service Agency, Inc., 700 W. Lake St., Chicago 6, Ill.
Copy-Plus, Inc., 2817 W. Carmen Ave., Milwaukee 9, Wis.
Corbin Cabinet Lock Div., Orchard and Park Sts., New Britain, Conn.
Cordley & Hayes, 443 Fourth Ave., New York 16, N. Y.
Cormac Industries, Inc., 41 E. 42nd St., New York 17, N. Y.

CORRY-JAMESTOWN MFG. CORP., Corry, Pa.
(See advertisement on page 101)

Cott Index Co., 1515 Hess St., Columbus 12, Ohio

COTTERMAN, I.D., 4535 N. Ravenswood Ave., Chicago 40, Ill.
(See advertisement on page 180)

Cottrell-Clarke, Inc., 130 Duffield St., Detroit 1, Mich.
Couch, S. H., Co., Inc., North Quincy, Mass.
Cowan Mfg. Co., P. O. Box 3016, San Francisco, Calif.
Cowhig Industries, 899 Boyleston St., Boston, Mass.
Coxhead, Ralph C., Corp., 720 Frelinghuysen Ave., Newark 5, N. J.
Craftint Mfg. Co., 1615 Collamer Ave., Cleveland 10, Ohio
Cram, George F., Co., Inc., 730 E. Washington St., Indianapolis 7, Ind.
Cramer Posture Chair Co., Inc., 1205 Charlotte St., Kansas City 6, Mo.
Cramer Safe & Office Equipment Co., 1417 McGee St., Kansas City 6, Mo.
Crane & Co., Inc., 30 South St., Dalton, Mass.
Crawford Metal Craftsmen, Inc., Galion, Ohio
Crescent Industries, Inc., 5900 W. Touhy Ave., Chicago, Ill.
Crescent Products Co., 315 N. 14th St., Terre Haute, Ind.
Crocker-McElwain Co., Holyoke, Mass.
Crofoot, Nielsen Co., 205 W. Wacker Dr., Chicago, Ill.
Croname, Inc., 3701 N. Ravenswood Ave., Chicago, Ill.
Cross, A. T., Pencil Co., 53 Warren St., Providence, R. I.
Cross, Mark, Co., 1926 Broadway, New York, N. Y.
Crown Products Co., 666 Lake Shore Drive, Chicago 11, Ill.
Crown Zellerbach Corp., 343 Sansome St., San Francisco, Calif.
Cruver Mfg. Co., 2456 W. Jackson Blvd., Chicago, Ill.
Crystal Copy Corp., 23 W. 23rd St., New York 10, N.Y.
Crystal Fixture Co., 226 S. Wabash Ave., Chicago, Ill.
C-Thru Ruler Co., 827 Windsor St., Hartford, Conn.
Cummins-Chicago Corp., 4740 N. Ravenswood Ave., Chicago, Ill.
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis, Mo.
Curran Corp., 100 S. Canal St., Lawrence, Mass.
Currier Mfg. Co., 2448 W. Larpenteur Ave., St. Paul 8, Minn.
Curta Calculator Co., 3851 W. Madison St., Chicago 24, Ill.
Curtis-Young Corp., 110 W. 18th St., New York 11, N. Y.

CUSHMAN & DENISON MFG. CO., 153 W. 23rd St., New York 11, N. Y.
(See advertisement on page 47)

D

DACO CARD & INDEX CO., 301 Congress St., Boston 10, Mass.
(See advertisement on page 155)

Dahlke Staty. & Mfg. Co., 327 Washington St., Buffalo, N. Y.
Dale Office Furniture Mfrs., 61 W. Hubbard St., Chicago 10, Ill.
Dalton, Wm. J., Advertising, 431 Merrill Ave., Park Ridge, Ill.
Dancyger Mfg. Co., 4707 Detroit Ave., Cleveland 2, Ohio
Dandy Storage File Co., 1111 First St., Wausau, Wis.
Dansen Co., P. O. Box 556, St. Cloud, Minn.
Darnell Corp., Ltd., Downey, (Los Angeles County), Calif.
Dartnell Corp., 4660 Ravenswood Ave., Chicago 40, Ill.
Dash Metal Products Co., 260 47th St., Brooklyn, N.Y.
Dashew Business Machines, Inc., 1641 McGary St., Los Angeles 21, Calif.

DAVENPORT, A. C., & SON, INC., 311 N. Desplaines St., Chicago 6, Ill.
(See advertisement on page 49)

Davey Products Co., Inc., Red Lion, Pa.
Davids, Thaddeus, Ink Co., Inc., 325 W. 66th St., New York 23, N. Y.
Davids, W. I., & Co., 277 Water St., New York 38, N. Y.
Davidson Corp., 29 Ryerson St., Brooklyn 5, N. Y.
Davis Metal Fixture Co., Brook and Davis Sts., Lansing, Mich.
Davol Rubber Co., Point and Eddy Sts., Providence, R. I.
Day-Brite Lighting, Inc., 5411 Bulwer Ave., St. Louis 7, Mo.
Dayton Electric Mfg. Co., 124 S. Oakley Blvd., Chicago 12, Ill.
Dayton Stencil Works Co., 113 E. Second St., Dayton 2, Ohio
Dayton Typewriter Co., 419 Wayne Ave., Dayton 10, Ohio
Dazor Mfg. Co., 4483 Duncan Ave., St. Louis 10, Mo.
Dean Mfg. Corp., 2888 S. Archer Ave., Chicago, Ill.
Decatur Industries, Inc., Decatur, Ind.
Decker, Isaac C., Inc., Montgomery, Pa.
Decker Metal Products, Inc., 389 Atlantic Ave., Brooklyn 2, N. Y.

DEFIANCE CALENDAR & STATIONERY CORP., 72 Spring St., New York 12, N. Y.
(See advertisements on pages 32, 33)

DEHLER MFG. CO., INC., 666 N. Green St., Chicago 22, Ill.
(See advertisement on page 128)

Dehn, I. A., Jr., 1643 101st Ave., Oakland, Calif.
Delbridge Calculating Systems, Inc., 2510 Sutton Ave., St. Louis 17, Mo.
DeLong Hook & Eye Co., Clearfield & 21st Sts., Philadelphia 32, Pa.
Delta Brush Mfg. Corp., 119 Bleecker St., New York 12, N. Y.

Delta Envelope Co., 1166 Terminal St., Memphis, Tenn.
Demco Library Supplies, P.O. Box 1070, Madison 3, Wis.
DeMoulin Bros. & Co., 1018 S. 4th St., Greenville, Ill.
Denney Tag Co., West Chester, Pa.

DENNISON MFG. CO., Framingham, Mass.
(See advertisement on page 234)

Dennison & Sons, 35-37 36th St., Long Island City 1, N. Y.
Denominator Co., Inc., 261 Broadway, New York 7, N. Y.
Dependable Mfg. Co., 434 Keeline Bldg., Omaha 2, Nebr.
Derby Sealers, Inc., 100 Seymour Ave., Derby, Conn.
De Saussure Equipment Co., 221 62nd St., West New York, N. J.
Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.
Detex Watchclock Corp., 76 Varick St., New York 13, N. Y.
Dettra Flag Company, Inc., Oaks, Pa.
Develco Products, 32 Wall St., Norwalk, Conn.
Devoe & Raynolds Co., Inc., 44th St. and First Ave., New York, N. Y.
Dex Safety Trimmer, P. O. Box 1224, Los Altos, Calif.
Diagraph-Bradley Industries, Inc., P. O. Box 247, Herrin, Ill.
Diamond Ink & Adhesives Co., 216 S. Second St., Milwaukee, Wis.
Diamond Match Co., 122 E. 42nd St., New York, N. Y.
Diamond Point Pen Co., Inc., 236 Fifth Ave., New York 1, N. Y.
Dick, A. B., Co., 5700 Touhy Ave., Chicago 31, Ill.
Dick Mailer Co., The, 137 W. Tupper St., Buffalo 1, N. Y.
Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y.
Dictograph Products, Inc., 95-25 149th St., Jamaica, L. I., N. Y.
Diebold, Inc., Canton 2, Ohio
Diehl Mfg. Co., 1151 Finderne Ave., Somerville, N. J.
Diemer, John F., Co., 120 Liberty St., New York, N. Y.
Dietzgen, Eugene, Co., 2425 N. Sheffield Ave., Chicago 14, Ill.
Ditto, Inc., 2243 W. Harrison St., Chicago 12, Ill.
Diversey Machine Works, 1534 W. Van Buren St., Chicago 7, Ill.
Dixie Chrome Products Div., Southern Consolidated Mfg. Corp., 711 E. First St., Irving, Texas
Dixie Cup Co., 24th St. and Dixie Ave., Easton, Pa.
Dixie Rubber Stamp & Seal Co., 516 E. Amite St., Jackson, Miss.

DIXON, JOSEPH, CRUCIBLE CO., 167 Wayne Ave., Jersey City 3, N. J.
(See advertisement on page 201)

Dixon Research, Inc., Rockford, Ill.
Dobeckmun Co., 3301 Monroe Ave., Cleveland, Ohio
Doehler Metal Furniture Co., Inc., 192 Lexington Ave., New York 16, N. Y.

DOLIN METAL PRODUCTS, INC., 315 Lexington Ave., Brooklyn 16, N. Y.
(See advertisement on page 127)

DOME PUBLISHING CO., INC., 30-36 Smith St., Providence 3, R. I.
(See advertisement on page 39)

Domore Chair Co., Inc., Elkhart, Ind.
Donie Chair and Mfg. Co., Inc., P. O. Box 235, Grapevine, Texas

DOPPELT, CHARLES, & CO., INC., 2024 S. Wabash Ave., Chicago 16, Ill.
(See advertisement on page 45)

Doppelt, M. A., 1832 S. Canalport Ave., Chicago 16, Ill.
Dorchester Pottery Works, 101 Victory Road, Boston, Mass.
Doringer Co., The, 24 W. 30th St., New York 1, N. Y.
Dorman, J. F. W., Co., 526 N. Calvert St., Baltimore 3, Md.

DORO MFG. CO., 220 W. Institute Pl., Chicago 10, Ill.
(See advertisement on page 103)

Dorset Steel Equipment Co., 2514 W. Dauphin St., Philadelphia 32, Pa.
Dorson Time Instruments Co., 605 W. Washington Blvd., Chicago, Ill.
Doten-Dunton Desk Co., 210 Broadway, Cambridge 39, Mass.
Doubleday & Co., Inc., Garden City, N. Y.
Douglas Mfg. Corp., P. O. Box 150, Crete, Nebr.

DOWNEY, C. L., CO., Hannibal, Mo.
(See advertisement on page 80)

Dowst Bindery & Loose Leaf Co., 910 W. Van Buren St., Chicago 7, Ill.
Dr. Scat Chemical Co., 11 S. Sangamon St., Chicago 7, Ill.
Dray Mfg. Co., 4961 E. 52nd Place, Los Angeles 22, Calif.
Dredge, A., Ruling Pen Co., 105 Johnson Ave., Hackensack, N. J.
Dresner, S., & Son, Inc., 512 S. Peoria St., Chicago 7, Ill.
Dreyfuss, H., & Co., 381 Fourth Ave., New York, N. Y.
Dri-Flo Mfg. Co., 642 E. Ten Mile Rd., Hazel Park, Mich.
Drueding Bros. Co., Fifth & Master Sts., Philadelphia, Pa.
Dry-Tab Package Sealer Co., Inc., 7921 Woodland Ave., Cleveland 4, Ohio
Dukane Corp., St. Charles, Ill.
Dunham-Watson Co., 900 S. Clinton St., Chicago, Ill.
Dunleavy Co., The, Waltham 54, Mass.
Dunn Sulphite Paper Co., Port Huron, Mich.
Duophoto Corp., 28 W. 25th St., New York 10, N. Y.
Du Pont, E. I., de Nemours & Co., Wilmington 98, Del.
Du Prints, Inc., 1225 S. Main St., Los Angeles 15, Calif.
Duplex Book Stand Co., P. O. Box 783, Martinsville, Va.
Duplex Pen & Pencil Co., 65 W. Broadway, New York, N. Y.
Duplex Sorter Co., 3816 Southern Blvd., Youngstown 12, Ohio
Duplicate Receipt Book Co., Box 842, Birmingham 1, Ala.
Duplicating Papers, Inc., 230 W. 17th St., New York 11, N. Y.
Duplicator Paper Co., 106 W. 17th St., Chicago, Ill.

DUPLICOPY CO., 224 W. Illinois St., Chicago, Ill.
(See advertisement on page 112)

Dupli-Typer Co., 460 Fourth Ave., New York 16, N. Y.
DuQuaine, A. J., Mfg. Co., 9406 S. Pleasant Ave., Chicago, Ill.
Durable Metal Products Co., 1709 St. Marks Ave., Brooklyn 33, N. Y.
Dura-Clip Co., Inc., 3932 Frankfort Ave., Louisville 7, Ky.
Duradex, Inc., 202 Tillary St., Brooklyn, N. Y.
Durant Mfg. Co., 1925 N. Buffum St., Milwaukee 1, Wis.
Durham Mfg. Co., Durham, Conn.
Durham Mfg. Corp., Muncie, Ind.
Duro Consolidated, Inc., 8th Ave. & Edison Way, Redwood City, Calif.
Duro Decal Co., Inc., 1832 Juneway Terrace, Chicago 26, Ill.
Dur-O-Lite Pencil Co., 1401 N. 25th St., Melrose Park, Ill.
Dykema Co., The, 430 N. Craig St., Pittsburgh 13, Pa.

E

E-Z Sort Systems, Ltd., 45 Second St., San Francisco 5, Calif.
Eagle Electric Mfg. Co., Inc., 23-10 Bridge Plaza, S., Long Island City, N. Y.
Eagle Lock Co., Terryville, Conn.
Eagle Pencil Co., 703 E. 13th St., New York 9, N. Y.
Eagle-Ottawa Leather Co., Grand Haven, Mich.
East Coast Paper Products Corp., 90 Butler St., Brooklyn, N. Y.
Eastern Bag Mfg. Corp., 831-861 Eagle Ave., New York 56, N. Y.
Eastern Corp., Bangor, Me.
Eastern Metal Spinning Co., 617 62nd St., Brooklyn 20, N. Y.
Eastern Specialties Co., Inc., Holyoke, Mass.
Eastern Tablet Corp., 1315 Broadway, Albany 1, N. Y.
Eastman Kodak Co., 343 State St., Rochester 4, N. Y.

EATON PAPER CORP., 75 S. Church St., Pittsfield, Mass.
(See advertisement on page 196)

Ebco Mfg. Co., 401 W. Town St., Columbus 8, Ohio
Econo-Pak Register Co., 1337 E. 27th St., Kansas City 8, Mo.
Ectro, Inc., 425 S. Sandusky St., Delaware 1, Ohio
Edgewater Mfg. Co., Inc., 116-118 Raymond St., Hasbrouck Heights, N. J.
Edison, Thomas A., Inc., West Orange, N. J.
Edmar, Inc., 309 S. Farwell St., Eau Claire, Wis.
Edroy Products Co., 480 Lexington Ave., New York 17, N. Y.
Educational Exhibition Co., 26 Custom House St., Providence 3, R. I.
Edwards, O. M., Co., Inc., Solar & Plum Sts., Syracuse, N. Y.
Egry Register Co., 429 E. Monument Ave., Dayton 2, Ohio
Ehlbert Products, 230 W. Superior St., Chicago 10, Ill.
Eicor, Inc., 1501 W. Congress St., Chicago 7, Ill.
Elam-Elkhart Staty. Co., Allegan, Mich.

ELBE FILE & BINDER CO., INC., 649 Alden St., Fall River, Mass.
(See advertisement on page 31)

Electric Service Mfg. Co., 17th & Cambria Sts., Philadelphia 32, Pa.
Electro Engineering & Mfg. Co., 627 W. Alexandrine, Detroit, Mich.
Electronic Secretary Distributors, Inc., 407 E. Michigan St., Milwaukee, Wis.

ELLINGSWORTH MFG. CO., 200 S. Peoria St., Chicago 7, Ill.
(See advertisement on page 83)

Elliott Addressing Machine Co., 143 Albany St., Cambridge, Mass.
Elliott, B. K., Co., 126 Sixth St., Pittsburgh 22, Pa.
Ellis, H. R., Co., 1318 Josephine St., Berkeley 3, Calif.
Elward Mfg. Co., Baker Street, Coloma, Mich.
Embosograf Corp. of America, 38 W. 21st St., New York 10, N. Y.
Emeco Corp., Hanover, Pa.
Emeloid Co., Inc., 1241 Central Ave., Hillside 5, N. J.
Emeralite Co., Inc., 40 Warren St., New York 7, N. Y.
Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis 21, Mo.
Emery Book Co., 232 Sussex Ave., Newark, N. J.
Empire Paper Co., 725 S. Wells St., Chicago 7, Ill.
Empire Pencil Co., Inc., Shelbyville, Tenn.
Empire Safe Co., Inc., 245 Canal St., New York, N. Y.
Emrick, Inc., 1724 Clinton Ave., Kalamazoo, Mich.
Engel Art Corners Mfg. Co., 4711 N. Clark St., Chicago, Ill.
Enger-Kress Co., West Bend, Wis.
Engineering Instruments, Inc., Peru, Ind.
Ennis Tag & Salesbook Co., Ennis, Tex.
Equipto Div., Aurora Equipment Co., Aurora, Ill.
Equitable Paper Bag Co., Inc., 45 Van Dam Ave., Long Island City, N. Y.

ERASER CO., INC., 1068 S. Clinton St., Syracuse 4, N. Y.
(See advertisement on page 116)

Erco Mfg. Co., 2368 N. Elston Ave., Chicago 14, Ill.

ERIE ART METAL CO., INC., 18th and School Ave., Erie, Pa.
(See advertisement on page 244)

Ersco, 1930 Patterson Ave., Bronx 72, N. Y.
Esleeck Mfg. Co., Turners Falls, Mass.
Essex Corp., Charlottesville, Va.
Esterbrook Pen Co., Camden 1, N. J.
Estey Metal Products, Inc., 1 Catherine St., Red Bank, N. J.
Etching Co. of America, 1555 N. Sheffield Ave., Chicago, Ill.
Eureka Blank Book Co., Holyoke, Mass.
Eureka Blotter Bath Co., 12350 S. 83rd Ave., Palos Park, Ill.
Eureka Specialty Printing Co., 555 Electric St., Scranton 9, Pa.
Evans Case Co., North Attleboro, Mass.

EVANS SPECIALTY CO., INC., 407 N. Munford St., Richmond 20, Va.
(See advertisement on page 53)

EVER READY CALENDAR MFG. CO., 160 Maple St., Jersey City 3, N. J.
(See advertisement on page 54)

Ever-Ready Electric Supply Co., 1214 W. Madison St., Chicago, Ill.
Ever Ready Label Corp., 357 Cortlandt St., Belleville 9, N. J.
Everhot Mfg. Co., Maywood, Ill.
Everlast Pen Corp., 644 Broadway, New York, N. Y.
Eversharp, Inc., 350 Fifth Ave., New York 1, N. Y.
Exact Weight Scale Co., 944 W. Fifth Ave., Columbus 12, Ohio
Excellent Cabinet Works Co., 415 Withers St., Brooklyn 22, N. Y.
Executive Furniture, Inc., 911 S. Walker St., Oklahoma City 1, Okla.
Executone, Inc., 415 Lexington Ave., New York 17, N. Y.
Exline, William, Inc., 1270 Ontario St., Cleveland 13, Ohio
Eyelet Tool Co., 99 W. Fourth St., Boston, Mass.
Eyer & Co., 521 Fifth Ave., New York, N. Y.

EZYINDEX PRODUCTS CORP., 153-13 Northern Blvd., Flushing 54, N. Y.
(See advertisement on page 174)

F

Faber, A. W.-Castell Pencil Co., Inc., 41 Dickerson St., Newark 3, N. J.
Faber, Eberhard, Pencil Co., 37 Greenpoint Ave., Brooklyn 22, N. Y.
Facit, Inc., 500 Fifth Ave., New York, N. Y.
Fairchild Aerial Surveys, Inc., 21-21 41st Ave., Long Island City, N. Y.
Fairgate Rule Co., Cold Spring, N. Y.
Falconer Plate Glass Corp., Falconer, N. Y.

FARBER, LOUIS H., CO., 31 E. Congress St., Chicago 5, Ill.
(See advertisement on page 149)

Farber, S. W., Inc., 141 S. Fifth St., Brooklyn, 11, N. Y.
Faries Div., General Lamps Mfg. Corp., Elwood, Ind.
Fasco Industries, Inc., 255 N. Union St., Rochester, N. Y.
Fastener Corp., 858 Fletcher St., Chicago 14, Ill.

FAULTLESS CASTER CORP., 1521 N. Garvin St., Evansville, Ind.
(See advertisement on page 62)

Faurot, Inc., 299 Broadway, New York, N. Y.
Favor, Ruhl & Co., Inc., 43 W. 23rd St., New York 10, N. Y.
Fawn Brands, Ltd., 505 Fifth Ave., New York, N. Y.

FAY PAPER PRODUCTS, INC., 268 Northhampton St., Boston 18, Mass.
(See advertisement on page 210)

Fedders-Quigan Corp., 57 Tonawanda St., Buffalo 7, N. Y.
Federal Business Products, Inc., 90 Gold St., New York 38, N. Y.
Federal Cash Register Co., P. O. Box 2265, Kansas City 6, Mo.
Federal Laboratories, Inc., 1506 Keenan Bldg., Pittsburgh, Pa.
Federal Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
Federal Stamp Co., 19 High St., Boston 10, Mass.
Federal Tool Corp., 3600 W. Pratt Blvd., Chicago 45, Ill.
Federbush Co., Inc., 91 Seventh Ave., New York 11, N. Y.
Federbush, M. W., Loose Leaf, 380 Second Ave., New York 10, N. Y.
Fee & Stemwedel, Inc., 2210 Wabansia Ave., Chicago 47, Ill.
Feldco Loose Leaf Corp., 1505 Leland Ave., Chicago 40, Ill.
Felins Tying Machine Co., 3351 N. 35th St., Milwaukee, Wis.
Felsenthal, G., & Sons, 4100 W. Grand Ave., Chicago 51, Ill.
Felt & Tarrant Mfg. Co., 1735 N. Paulina St., Chicago, Ill.
Fenton Label Co., 506 Race St., Philadelphia 6, Pa.
Ferber Corp., 75 W. Sheffield Ave., Englewood, N. J.
Ferguson Bros. Mfg. Co., 1 Park Ave., New York, N. Y.
Ferris Business Equipment, Inc., 244 Great Meadows Rd., Stratford, Conn.
Ferris Products, Inc., 1985 E. 59th St., Cleveland 3, Ohio
Fiberbilt Sample Case Co., Inc., 40 W. 17th St., New York 11, N. Y.
Fibre Case & Novelty Co., Inc., 42 E. 20th St., New York, N. Y.
Fibre Forming Corp., Olean, N. Y.
Fielder, P. E., Mfg. Co., Longview, Tex.
Fieldston Products Corp., 1760 Morris Ave., New York 57, N. Y.
File-Aid Sales, P. O. Box 6223, Speedway City, Ind.
File-Ez Folder Co., 608 N. Monroe, Spokane 1, Wash.
Filequipment Corp. of America, 870 Grandville Ave., S.W., Grand Rapids, Mich.
Filex Steel Products, Inc., 200 S. 9th St., Philadelphia 7, Pa.
Filing Equipment Bureau, Inc., 27 Melcher St., Boston 10, Mass.
Finch & McCullough, Aurora, Ill.
Fine Art Brush Co., Inc., P. O. Box No. 42, Carlstadt, N. J.
Finke Mfg. Co., P. O. Box 301, Aurora, Ill.
Firestone Tire & Rubber Co., Akron, Ohio
Firth Carpet Co., 295 Fifth Ave., New York, N. Y.

FISHER PEN CO., 757 Waveland Ave., Chicago 13, Ill.
(See advertisement on page 30)

Fixtures Mfg. Corp., 312 Blue Ridge St., Kansas City 3, Mo.
Flash Box Opener Co., Inc., 52 W. Houston St., New York, N. Y.
Flewelling, L. C., Co., 12411 Industrial Ave., Hollydale, Calif.
Flexi-Mat Corp., 2249 S. Calumet Ave., Chicago 16, Ill.
Flexo International Corp., 3245 W. Lake St., Chicago 24, Ill.
Flex-O-Lators, Inc., Carthage, Mo.
Flo-Ball Pen Corp., 16 E. 40th St., New York 16, N.Y.
Floorcraft Co., 393 Broadway, New York 13, N. Y.
Floquil Products, Inc., 1966 Broadway, New York 23, N. Y.
Florence Textile Products, 1038 N. Highland Ave., Los Angeles, Calif.
Florin, Philip, Inc., 358 Fifth Ave., New York, N. Y.
Fluorescent Lighting Laboratories, 1133 Southern Blvd., New York 59, N. Y.
Foam Rubber Fabricators, Inc., 175 Newark St., Newark 3, N. J.
Folding Carrier Co., 1238 W. Main St., Oklahoma City, Okla.
Follett Time Recording Co., 217 High St., Newark 2, N. J.
Fontana Bros., 48 E. 21st St., New York, 10, N. Y.

FORBES PRODUCTS CORP., 625 S. Goodman St., Rochester 20, N. Y.
(See advertisement on page 82)

Force, Wm. A., & Co., Inc., 216 Nichols Ave., Brooklyn 8, N. Y.
Formica Co., 4620 Spring Grove Ave., Cincinnati 32, Ohio
Fort Massac Chair Co., 750 Prospect Ave., Cleveland, Ohio
Fort Steuben Metal Products Co., Follansbee, W. Va.
Fort Wayne Printing Co., Fort Wayne, Ind.
Fostoria Pressed Steel Corp., Fostoria, Ohio
Foto Murals of California, 8921 W. Pico Blvd., Los Angeles, Calif.
Four-O-Matic Pencil Co., 1133 Broadway, New York 10, N. Y.
Fox Co., 3400 Beekman St., Cincinnati, Ohio
Fox, Geo. E., & Co., 1051 N. Throop St., Chicago 22, Ill.
Frank Paper Products Corp., 2941 E. Warren St., Detroit 7, Mich.
Frankel Carbon & Ribbon Co., 285 Rio Grande Blvd., Denver 19, Colo.
Franklin, Bernard, Co., Inc., Hedley, Bath & Bristol Sts., Philadelphia 37, Pa.
Franklin Mfg. Corp., 692 Pleasant St., Norwood, Mass.

FRANKLIN METAL PRODUCTS CO., 16 W. Kinzie St., Chicago 10, Ill.
(See advertisement on page 217)

Franklin Research Co., 5134 Lancaster Ave., Philadelphia, Pa.
Franklin Ribbon & Carbon Co., 174 Nassau St., Brooklyn 1, N. Y.
Franklin Table Co., 116 N. Fourth St., Louisville 2, Ky.
Frantz Industries, 1668 22nd St., Santa Monica, Calif.
Free Hand Binder Co., 43 Fulton St., New York, N. Y.
Freeman, E. L., Co., 548 Roosevelt Ave., Central Falls, R. I.
Fresh'nd Aire Co., 221 N. La Salle St., Chicago 1, Ill.
Friden Calculating Machine Co., Inc., San Leandro, Calif.
Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio
Frink Corp., 27-01 Bridge Plaza, N., Long Island City 1, N. Y.

FRITZ-CROSS CO., 300 E. Fourth St., St. Paul 1, Minn.
(See advertisement on page 67)

Frontier Sales Co., P. O. Box 8006, Nashville 7, Tenn.
Frye Mfg. Co., 2531 Dean Ave., Des Moines 4, Iowa

FULTON MARKING EQUIPMENT CO., 82 Fulton St., Elizabeth 1, N. J.
(See advertisement on page 187)

Funk, R., & Co., Inc., Edison Road, Furlong, Pa.
Funk & Wagnalls Co., 153 E. 24th St., New York 10, N. Y.
Futuramic Steel Products Corp., 1400 Atlantic Ave., Brooklyn, N. Y.

G

G. R. PRODUCTS, INC., 140 Federal Square Bldg., Grand Rapids, Mich.
(See advertisement on page 197)

Gabe Mfg. Corp., 320 Broadway, New York 7, N. Y.
Gair, Robert, Co., Inc., 155 E. 44th St., New York, N. Y.
Galef, J. L., & Son, Inc., 85 Chambers St., New York 7, N. Y.
Galewski, A., & Sons, Inc., 119 W. 25th St., New York 1, N. Y.
Gane Bros. & Lane, Inc., 1335 W. Lake St., Chicago, Ill.
Garden City Educational Co., 27 S. Wabash Ave., Chicago, Ill.
Garden City Envelope Co., 3001 N. Rockwell St., Chicago 18, Ill.
Garden State Tanning, Inc., Pine Grove, Pa.
Gardner Mfg. Co., Horicon, Wis.
Garland Furniture Co., 1144 W. Superior St., Chicago 22, Ill.
Garlynn Engineering Co., 755 Pennsylvania Ave., San Francisco 7, Calif.
Garrett & Massie, Inc., 1406 E. Franklin St., Richmond 15, Va.
Garvey Fountain Brush & Ink Co., 4379 Duncan Ave., St. Louis 10, Mo.
Gary Safe Co., 1020 Crocker St., Los Angeles 21, Calif.
Gates Associates, 6 Commercial St., Rochester 14, N.Y.
Gaunt Industries, 827 W. Irving Park Blvd., Chicago 13, Ill.
Gaylord Bros., Inc., P. O. Box 61, Syracuse 1, N. Y.
Geller, J. R., Co., 1133 Broadway, New York 10, N. Y.
Gel-Sten Supply Co., Inc., 9014 Brookfield Ave., Brookfield, Ill.
Gem Adding Machine Co., Cuba, N. Y.

GENERAL BINDING CORP., 812 W. Belmont Ave., Chicago 14, Ill.
(See advertisement inside back cover)

General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill.
General Die & Stamping Co., 262 Mott St., New York 12, N. Y.
General Diaries Corp., 319 Greenwich St., New York 13, N. Y.
General Electric Co., 570 Lexington Ave., New York, N. Y.
General Fibre Products Co., 356 Broad St., Fitchburg, Mass.
General Fireproofing Co., Youngstown, Ohio

GENERAL LAMPS MFG. CORP., Elwood, Ind.
(See advertisement on page 182)

General Loose Leaf Bindery Co., Inc., 720 S. Dearborn St., Chicago 5, Ill.
General Manifold & Printing Co., Franklin, Pa.
General Match Co., Reading, Cincinnati, Ohio
General Multi Forms Sales Co., P. O. Box 1094, Nashville, Tenn.
General Pencil Co., 67 Fleet St., Jersey City, N. J.
General Photo Products Co., Inc., Chatham, N. J.
General School Equipment Co., 44 S. 12th St., Minneapolis 3, Minn.
Geneva Mfg. Co., Geneva, Ill.
Geographical Publishing Co., 621 S. Plymouth Court, Chicago, Ill.
Gerlach-Barklow Co., Joliet, Ill.
Germanow-Simon Machine Co., 408 St. Paul Ave., Rochester, N. Y.
Gestetner Duplicator Corp., 50 McLean Ave., Yonkers 5, N. Y.
Gibraltar Mfg. Co., Inc., 403 Communipaw Ave., Jersey City 4, N. J.
Gibson, A. C., Co., Inc., 70 Oak St., Buffalo 5, N. Y.
Gibson Art Co., 233 W. 4th St., Cincinnati, Ohio
Gibson, C. R., & Co., Norwalk, Conn.
Gies, Walter G., & Co., Crownsville, Md.

GIFT CRAFT LEATHER CO., 101 Spring St., New York 12, N. Y.
(See advertisement on page 88)

Gilbert, A. C., Co., New Haven, Conn.
Gilbert Paper Co., Menasha, Wis.
Gilkey, W. S., Printing Co., 1138 W. 9th St., Cleveland, Ohio
Gillespie Furniture Co., 1355 Market St., San Francisco, Calif.
Gilson Slide Rule Co., Box 993, Stuart, Fla.
Gits Molding Corp., 4664 W. Huron St., Chicago 44, Ill.
Glaro Machine Products Co., Inc., East Hoffman & South Clinton Aves., Lindenhurst, L. I., N. Y.
Glas-Board, Inc., Canfield, Ohio
Glaziers' Tool Mfg. Corp., 611 W. Adams St., Chicago 6, Ill.
Glennon & Kern, Inc., 610 S. Federal St., Chicago, Ill.
Glick Bros., 900 W. Van Buren St., Chicago, Ill.

GLIDEX CORP., 4538 W. Roosevelt Rd., Chicago 24, Ill.
(See advertisement on page 235)

Globe Lighting Products Co., 1710 Flushing Ave., Brooklyn 6, N. Y.
Globe-Wernicke Co., Norwood, Cincinnati 12, Ohio
Glue-Fast Equipment Co., Inc., 11 White St., New York 13, N. Y.
Glu-Pen Corp., 160 Avenue of Americas, New York, N.Y.
Goat, Fred, Co., Inc., 314 Dean St., Brooklyn 17, N. Y.
Goes Lithographing Co., 42 W. 61st St., Chicago 21, Ill.

GONCO MFG. CO., 1259 S. La Brea Ave., Los Angeles 19, Calif.
(See advertisement on page 241)

Good Bros. Leather Co., 142 Frelinghuysen Ave., Newark, N. J.
Goodbody, Wm., Envelope Co., 133 Wooster St., New York 12, N. Y.
Goodfrend Metal Products Co., 1019 E. 75th St., Chicago 19, Ill.
Goodrich, B. F., Co., Akron, Ohio
Goodyear Tire & Rubber Co., Inc., Akron 16, Ohio
Graff, George B., Co., 54 Washburn Ave., Cambridge 40, Mass.
Grammes, L. F., & Sons, Inc., 380 Union St., Allentown, Pa
Gramont Corp., 2756 Rowena St., Los Angeles 39, Calif.
Gran-Adell Mfg. Co., 1925 N. Ashland Ave., Chicago 22, Ill.

GRAND FILING SUPPLY CO., Grand Haven, Mich.
(See advertisement on page 149)

Grand Rapids Label Co., 545 Ottawa Ave., N. W., Grand Rapids 2, Mich.
Grand Rapids Leather Furniture Co., Inc., 201 Front Ave., N. W., Grand Rapids 4, Mich.
Grand Rapids Loose Leaf Binder Co., 10 Logan St., S. W., Grand Rapids 3, Mich.
Grand Rapids Store Equipment Co., 1340 Monroe St., N.W., Grand Rapids, Mich.
Grant Pulley & Hardware Co., 31-85 Whitestone Pkwy., Flushing, L. I., N. Y.
Graphic Calculator Co., 637 S. Plymouth Court, Chicago 5, Ill.
Graphic Duplicator Co., 473 Broadway, New York 13, N. Y.
Graphic Systems, 55 W. 42nd St., New York 36, N. Y.
Gray Mfg. Co., 16 Arbor St., Hartford, Conn.
Grayarc Co., 311 W. 66th St., New York 23, N. Y.
Graymills Corp., 3705 N. Lincoln Ave., Chicago 13, Ill.
Great Lakes Furniture Co., 353 Houseman Bldg., Grand Rapids, Mich.
Great Lakes Store & Office Fixture Co., 1910 W. Maypole St., Chicago 12, Ill.
Green Bay Luggage Co., Inc., 1670 Morrow St., Green Bay, Wis.
Green Duck Metal Stamping Co., 1520 W. Montana St., Chicago 14, Ill.
Green Instrument Co., Inc., 385 Putnam Ave., Cambridge 39, Mass.
Green River Boat Co., Henderson, Ky.
Greene, G. G., Mfg. Corp., Warren, Pa.
Greenlee, Charles H., 225 Fifth Ave., New York 10, N. Y.
Greenwood Co., 712 Federal St., Chicago 5, Ill.
Greg Sales Co., Inc., 320 Broadway, New York 7, N.Y.
Gregory Fount-O-Ink Co., 3501 Eagle Rock Blvd., Los Angeles 65, Calif.

GREGSON MFG. CO., Liberty, N. C.
(See advertisement on page 72)

Grey Iron Casting Co., Mount Joy, Pa.
Griggs Equipment Co., Belton, Tex.
Griffin Mfg. Co., 191 Lyndhurst St., Rochester 5, N. Y.
Griffith-Hope Co., West Allis 14, Wis.
Griscombe Products, Inc., 23 Beekman St., New York, N. Y.
Gross Engineering Co., Inc., Constantine, Mich.
Grumbacher, M., Inc., 460 W. 34th St., New York 1, N. Y.

GUARDSMAN-VALENTINE, INC., 1702 Michigan Ave., La Porte, Ind.
(See advertisement on page 212)

Guedon Co., Audubon 6, N. J.

GUIDE SYSTEM & SUPPLY CO., 335 Canal St., New York 13, N. Y.
(See advertisement on page 150)

Gum Products Press, Inc., 612 E. Clybourn St., Milwaukee, Wis.
Gummed Products Co., Troy, Ohio
Gummed Tape & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N. Y.

GUNLOCKE, W. H., CHAIR CO., Wayland, N. Y.
(See advertisement on page 65)

Guth, Edwin F., Co., 2615 Washington Ave., St. Louis 3, Mo.
Gwenly Corp., 175 Fifth Ave., New York, N. Y.

H

Hadley, Charles R., Co., 330 N. Los Angeles St., Los Angeles 12, Calif.
Haeger Desk Co., 1663 Merchandise Mart, Chicago 54, Ill.
Hagstrom Co., 311 Broadway, New York, N. Y.
Hahn, Arthur W., 199 Lafayette St., New York, N. Y.
Hahn, Peter J., & Sons Co., 4445 W. Belmont Ave., Chicago 41, Ill.
Haldeman-Langford Mfg. Co., 2580 University Ave., St. Paul 14, Minn.
Haldon Mfg. Co., Inc., 841 N. La Cienega Blvd., Los Angeles 46, Calif.
Hale, F. E., Mfg. Co., Herkimer, N. Y.
Hall Bros., Inc., 2505 Grand Ave., Kansas City, Mo.
Hall, Gordon L., Co., Old Lyme, Conn.
Hall Industries, 111 W. Jackson Blvd., Chicago 4, Ill.
Hall, J. C., Co., P. O. Box 1060, Pawtucket, R. I.
Hall & McChesney, Inc., P. O. Box 591, Syracuse 1, N. Y.
Hall Safe and Equipment Co., Hamilton, Ohio
Hall's Safe Co., Inc., 1642 Cleveland Ave., N.W., Canton 3, Ohio

HALL-WELTER CO., INC., 40 Mt. Hope Ave., Rochester 20, N. Y.
(See advertisement on page 76)

Haloid Co., 2 Haloid St., Rochester 3, N. Y.
Halverson Specialty Sales, 1221 W. Chestnut St., Chicago 22, Ill.
Hamblin & Russell Mfg. Co., Inc., Worcester, Mass.
Hamilton Autographic Register Co., Hamilton, Ohio
Hamilton Caster & Mfg. Co., 1713 Dixie Hwy., Hamilton, Ohio
Hamilton Desk Co., High Point, N. C.
Hamilton Industries, Inc., 2736½ Colorado Blvd., Los Angeles 41, Calif.
Hamilton Mfg. Co., Two Rivers, Wis.

HAMILTON MFG. CORP., Columbus, Ind.
(See advertisement on page 69)

Hamilton Metal Products Co., Hamilton, Ohio
Hamilton Pen Co., 7 W. Madison St., Chicago, Ill.
Hamilton Specialties, Inc., 5 Watson St., Boston 18, Mass.
Hammermill Paper Co., Erie 6, Pa.
Hammett, J. L., Co., 290 Main St., Cambridge, Mass.
Hammond, C. S., & Co., 515 Valley St., Maplewood, N. J.
Hammond Instrument Co., 4200 W. Diversey Blvd., Chicago, Ill.
Hampden Mfg. Co., Inc., 301 E. Fourth St., Plainfield, N. J.
Hampshire Paper Co., Inc., Holyoke, Mass.
Handi-Biott Co., 40 E. 20th St., New York, N. Y.
Handi-Hinge, 51 E. 21st St., New York 10, N. Y.
Hanes Chair & Furniture Co., Inc., Mocksville, N. C.
Haney School Furniture Co., 1600 Berkey Ave., S.E., Grand Rapids, Mich.
Hang-A-File Co., 31 E. Congress St., Chicago 5, Ill.
Hano Paper Co., Inc., 220 E. 23rd St., New York, N. Y.

HANO, PHILIP, CO., INC., P.O. Box 307, Holyoke, Mass.
(See advertisement on page 159)

Hansen, A. L., Mfg. Co., 5037 Ravenswood Ave., Chicago 40, Ill.
Hanson, C. H., Co., 303 W. Erie St., Chicago 10, Ill.
Hanson, J. L., Co., 554 W. Adams St., Chicago 6, Ill.
Hanson Scale Co., Shermer Road, Northbrook, Ill.

HARDBOARD FABRICATORS, INC., 59 Branch St., St. Louis 7, Mo.
(See advertisement on page 188)

Harding, Milo, Co., 432 W. Pico Blvd., Los Angeles 15, Calif.
Harley's Clock Shop, 1209 Grand Ave., Kansas City 6, Mo.
Harlich Corp., 310 W. Polk St., Chicago, Ill.
Harris, M. & G., Co., 71 High School Ave., Cranston 10, R. I.
Harrison Steel Cabinet Co., 4718 W. Fifth Ave., Chicago 44, Ill.
Harris-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio
Hart, Harold D., Co., 612 E. Second St., Fort Worth, Tex.
Hart Mfg. Co., 2400 Endicott St., St. Paul 4, Minn.
Hart Mirror Plate Co., 101 Front St., S. W., Grand Rapids, Mich.
Hartco Mfg. Co., Inc., P. O. Box 943, Fort Worth, Texas
Harter Corp., Sturgis, Mich.
Harvey, Fred W., Co., Manlius, N. Y.

HASKELL, INC., 303 E. Carson St., Pittsburgh 19, Pa.
(See advertisement on page 100)

Hauserman, E. F., Co., 6800 Grant Ave., Cleveland 5, Ohio
Hawthorne Paper Co., P. O. Box 906, Kalamazoo, Mich.

HAZEL, ERNEST, JR., 1601-1605 Delmar Ave., St. Louis, Mo.
(See advertisement on page 34)

Hazel-Atlas Glass Co., 1535 Jacob St., Wheeling, W. Va.
Heale, J. A., & Co., Inc., 156 Chambers St., New York, N. Y.
Hearne Bros., National Bank Bldg., Detroit 26, Mich.
Hecht Fixture Co., 211 S. Market St., Chicago 6, Ill.
Hectographia Corp., 110 W. 17th St., New York 11, N. Y.

HEDGES MFG. CO., 2931 Wentworth Ave., Chicago 16, Ill.
(See advertisement on page 128)

Hedman Co., 1158 Armitage Ave., Chicago 14, Ill.
Heinicke-Fiegel Lithographing Co., 21 S. Ninth St., St. Louis 2, Mo.
Heinn Co., 326 W. Florida St., Milwaukee, Wis.
Heirloom Co., P. O. Box 87, Kenmore 17, N. Y.
Heller Co., 2135 Superior Ave., N. E., Cleveland 14, Ohio
Heller Furniture Ltd., Kinderhook, N. Y.
Heller, W. C., & Co., Montpelier, Ohio
Hellesoe, Hans H., 2444 W. Ainslie St., Chicago 25, Ill.
Helms Products, Inc., 3757 Plainfield St., NE., Grand Rapids, Mich.
Henderize, Inc., 5667 Freeport Blvd., Sacramento, Calif.
Henkel-Clauss Co., Fremont, Ohio
Hennus Co., 1947 Broadway, New York 23, N. Y.
Herco Art Mfg. Co., 53 Parker St., Wallingford, Conn.
Herring-Hall-Marvin Safe Co., Hamilton, Ohio
Hertzberg, H., & Son, Inc., 2300 Fifth Ave., New York 35, N. Y.
Herz Mfg. Corp., 840 E. 134th St., New York 54, N.Y.
Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo 5, N. Y.

HEYER CORP., 1856 S. Kostner Ave., Chicago 23, Ill.
(See advertisements on pages 25, 108, 111)

Heywood-Wakefield Co., Gardner, Mass.
Hiebert's, C., Cabinet & Fixture Co., Torrance, Calif.
Higbee, G. A., Co., 544 Bellevue Ave., Detroit 7, Mich.
Higgins Ink Co., Inc., 271 Ninth St., Brooklyn 15, N.Y.

HIGH POINT BENDING & CHAIR CO., Siler City, N. C.
(See advertisement on page 68)

Highland Mfg. Co., Holyoke, Mass.
Hill, R. O. H., Inc., 270 Lafayette St., New York 12, N. Y.
Hild Floor Machine Co., 740 W. Washington St., Chicago, Ill.
Hillside Metal Products, Inc., 262-270 Passaic St., Newark 4, N. J.
Hincher Mfg. Co., Washington, Ind.
Hires, Chas. E., Co., Inc., 206 S. 24th St., Philadelphia, Pa.
Hirsh, S. A., Mfg. Co., 8051 Central Park, Skokie, Ill.
Hoag-Farmer Mfg. Co., 1021 W. Lake St., Chicago, Ill.
Hobbs Mfg. Co., 26 Salisbury St., Worcester 5, Mass.
Hobby Hill, 225 N. Wabash Ave., Chicago 1, Ill.
Hodgman Rubber Co., Framingham, Mass.
Hoffman, L., 139 Spring St., New York, N. Y.
Hoggson & Pettis Mfg. Co., 141T Brewery St., New Haven 7, Conn.
Holcomb, J. I., Mfg. Co., 1601 Barth St., Indianapolis, Ind.
Holden Patent Book Cover Co., 53 Hillman St., Springfield, Mass.
Holland, John, Gold Pen Co., 127 E. Fourth St., Cincinnati, Ohio
Holliday, R. M., Co., 31 N. State St., Chicago 2, Ill.
Hollywood Pen Co., 74 5th Ave., New York 11, N. Y.
Holson Binders, Inc., 762 Wythe Ave., Brooklyn 11, N.Y.
Holt Pen Co., Crompton, West Warwick, R. I.

H-O-N CO., THE, Third and Oak Sts., Muscatine, Iowa
(See advertisement on page 51)

HOOSIER DESK CO., Jasper, Ind.
(See advertisement on page 96)

Hope Metal Products, Inc., 1505 Rockwell St., Cleveland, Ohio
Horn, W. C., Bro. & Co., 571 N. Third St., Newark 7, N. J.

Hotchkiss, E. H., Co., 900 E. 95th St., Chicago 19, Ill.
Hourmaster, The, 552 Elm St., Westfield, N. J.
Household Paper Products, 1326 E. Woodbridge Ave., Detroit, Mich.
Howard Dustless Duster Co., 80 Freeport St., Boston, Mass.
Howard Industries, Inc., 209 W. Jackson Blvd., Chicago 6, Ill.
Howard Mfg. Co., 7518 State Road, Philadelphia, Pa.
Howard Paper Co., Urbana, Ohio
Howe Folding Furniture, Inc., 1 Park Ave., New York 16, N. Y.
Howe Scale Co., Rutland, Vt.
Hudson Craftsmen, Inc., 5950 Avalon Blvd., Los Angeles, Calif.
Hudson Pulp & Paper Corp., 505 Park Ave., New York, N. Y.
Huff Co., Ann Arbor, Mich.
Huff Printing Co., Inc., 127 North St., Bluefield, W. Va.
Hummel, A. C., Co., 5349 Kennedy Ave., Cincinnati 13, Ohio
Humphrys, R. A., Sons, Inc., 4041 Ridge Ave., Philadelphia, Pa.

HUNT, C. HOWARD, PEN CO., Seventh and State Sts., Camden 1, N. J.
(See advertisement on page 198)

Hunter Fan & Ventilating Co., 400 S. Front St., Memphis 2, Tenn.
Hunting-Roberts Co., 2223 E. 37th St., Los Angeles 58, Calif.
Huntington Chair Corporation, Box 2111, Huntington 3, W. Va.
Huntington Laboratories, Inc., Huntington, Ind.
Huntting, H. R., Co., 104 Chestnut St., Springfield, Mass.
Hurlock Bros. Co., Inc., 3436 Market St., Philadelphia 4, Pa.
Hush-A-Phone Corp., 65 Madison Ave., New York 16, N. Y.
Hutcheon Bros., 241 Centre St., New York 13, N. Y.
Hydrawlik Co., 131 E. First Ave., Roselle, N. J.
Hyman, L., & Sons, 102 Prince St., New York 12, N. Y.

I

I. D. L. MFG. & SALES CORP., 132 Lafayette St., New York 13, N. Y.
(See advertisement on page 24)

Ideal Industries, Inc., Sycamore, Ill.
Ideal Publishers, 1015 25th St., Zion, Ill.
Ideal School Supply Co., 8312 S. Birkhoff Ave., Chicago 20, Ill.
Ideal Stencil Machine Co., Belleville, Ill.

IDEAL SYSTEM CO., 346 S. Flower St., Los Angeles 17, Calif., and 6 Church St., New York 6, N. Y.
(See advertisement on page 40)

Ideal Ventilator Co., 160 Atlantic Ave., Providence, R. I.
Identification Service Corp., 168 W. 46th St., New York 19, N. Y.
Illinois Lock Co., 806 S. Ada St., Chicago 7, Ill.

IMPERIAL DESK CO., 1312 W. Florida St., Evansville 7, Ind.
(See advertisement on page 92)

Imperial Fastener & Pin Co., 1018 S. Wabash Ave., Chicago, Ill.
Imperial Leather Furniture Co., 315 W. 47th St., New York 19, N. Y.
Imperial Methods Co., Forest Park, Ill.
Imperial Molded Products Corp., 2925 W. Harrison St., Chicago, Ill.
Improved Mailing Case Co., Inc., 305 Broadway, New York 7, N. Y.
Improved Office Partition Co., Plainfield, N. J.
In-A-Floor Safe Co., 1416 S. Los Angeles St., Los Angeles, Calif.
Index Sales Corp., 1313 W. Congress St., Chicago 7, Ill.
Indiana Cash Drawer Co., Shelbyville, Ind.

INDIANA CHAIR CO., Jasper, Ind.
(See advertisement on page 74)

INDIANA DESK CO., Jasper, Ind.
(See advertisement on page 91)

Industrial Filter & Pump Mfg. Co., 5900 W. Ogden Ave., Cicero, Ill.

INDUSTRIAL LAMP CORP., 14th and Blaine Sts., Elkhart, Ind.
(See advertisement on page 181)

Industrial Latex Co., 306 Mount Pleasant Ave., Wallington, N. J.
Industrial Molded Products Corp., 609 New York Bldg., St. Paul 1, Minn.
Industrial Shredder & Cutter Co., 704 S. Ellsworth Ave., Salem, Ohio

INK SPECIALTIES CO., INC., 523 N. Halsted St., Chicago 22, Ill.
(See advertisement on page 177)

Inkograph Products Div., Risdon Mfg. Co., Naugatuck, Conn.
Inserting & Mailing Machine Co., Phillipsburg, N. J.
Insurance Managers & Agents Supply Co., 612 N. Michigan Ave., Chicago, Ill.
Inter-Communication System of America, 1112 S. Wabash Ave., Chicago, Ill.
Inter-Continental Trading Corp., 90 West St., New York 6, N. Y.
Interior Steel Equipment Co., 2352 E. 69th St., Cleveland 4, Ohio
International Bronze Tablet Co., Inc., 150 W. 22nd St., New York 11, N. Y.
International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.
International Carbon & Ribbon Co., Inc., Logan, Ohio
International Cash Register & Parts Co., 207 E. Evergreen Ave., Mt. Prospect, Ill.
International Office Appliances, Inc., 326 Broadway, New York, N. Y.
International Payroll Machine Co., P. O. Box 292, Reading, Pa.
International Postal Supply Co., 634 Prospect Place, Brooklyn, N. Y.
International Tag & Salesbook Co., 319 N. Whipple St., Chicago 12, Ill.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
International Transparency Co., 310 Lakeside St., Cleveland, Ohio
International Typewriter Exchange, 231 W. Monroe St., Chicago, Ill.

INVINCIBLE METAL FURNITURE CO., Manitowoc, Wis.
(See advertisement on page 133)

IONIA MFG. CO., 119 S. Dexter St., Ionia, Mich.
(See advertisement on page 67)

Irwin-Hodson Co., 439 N. W. 15th Ave., Portland 9, Ore.
Irwin Seating Co., 1480 Buchanan St., S. W., Grand Rapids, Mich.

J

Jaclin Stationery Co., 363 Broadway, New York 13, N. Y.
Jamestown Lounge Co., Jamestown, N. Y.
January & Wood Co., Maysville, Ky.
Jardin Associates, Inc., 75 Maiden Lane, New York 7, N. Y.

JASPER CHAIR CO., Jasper, Ind.
(See advertisement on page 67)

JASPER DESK CO., Jasper, Ind.
(See advertisement on page 99)

JASPER INDUSTRIES, INC., Jasper, Ind.
(See advertisement on page 168)

JASPER OFFICE FURNITURE CO., P. O. Box 71, Jasper, Ind.
(See advertisement on page 94)

JASPER SEATING CO., Jasper, Ind.
(See advertisement on page 70)

JASPER TABLE CO., INC., Jasper, Ind.
(See advertisement on page 39)

Jayem Sales Corp., 31 Coffey St., Brooklyn 31, N. Y.
Jay-Lip Corp., Jamestown, N. Y.
Jenkins-Hall Index Card Co., 50 Fremont St., San Francisco, Calif.
Jest Art Originals, 12474 Washington Blvd., Culver City, Calif.
Jet Mfg. Co., Inc., 288 Hyde Park Ave., Boston 30, Mass.
Jewell & Co., 929 Cherry St., Philadelphia 7, Pa.
Joeli Safe Div., Regna Cash Registers, Inc., 175 Fifth Ave., New York 10, N. Y.
Johns, W. A., Paper Co., 2201 S. Union Ave., Chicago 16, Ill.
Johnson, A. L., Co., 828 N. Broadway, Milwaukee 2, Wis.
Johnson Chair Co., 4401 W. North Ave., Chicago 39, Ill.
Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago 40, Ill.
Johnson, S. C., & Son, Inc., Racine, Wis.
Johnston Adding Machine Co., 10939 Vanowen St., North Hollywood, Calif.
Johnston's "Snow White" Products, Mumford, N. Y.
Josephson Mfg. Corp., 122 E. 23rd St., New York 10, N. Y.
Joslin, A. D., Mfg. Co., Manistee, Mich.
Joyce, Edward J., Filing Co., 32 S. Clark St., Chicago, Ill.
Joyce Record Systems, Inc., 142 E. Canfield Poland Road, Youngstown 12, Ohio
Judd, H. L., Co., Inc., Wallingford, Conn.
Junier, F. R., Associates, 366 Fifth Ave., New York 1, N. Y.

JUSTRITE ENVELOPE MFG. CO., 58-60 Gilmer St., S.E., Atlanta, Ga.
(See advertisement on page 113)

K

K. & O. Co., Inc., Bethpage, L. I., N. Y.
Kahn, David, Inc., 69 Paterson Plank Road, North Bergen, N. J.
Kalamazoo Label Co., Kalamazoo, Mich.
Kalamazoo Paper Co., Kalamazoo, Mich.
Kalamazoo Staty. Co., Kalamazoo, Mich.
Kalistron, Inc., 55 W. 44th St., New York 36, N. Y.
Kamket Corp., 406 W. 31st St., New York, N. Y.
Karl Mfg. Co., 32 Ionia Ave., S.W. Grand Rapids 2, Mich.
Kathman Associates, 200 Fifth Ave., New York 10, N. Y.
Kay-Dee Co., 719 P St., Lincoln 1, Nebr.
Kay-Wood Products, Inc., Bedford, Pa.
Kee Lox Mfg. Co., 10 Kee Lox Place, Rochester 1, N.Y.
Keener Mfg. Co., 403 Lancaster Ave., Lancaster, Pa.
Keep Klean Products Co., Inc., 4077 Park Ave., New York 57, N. Y.
Keith Paper Co., Turners Falls, Mass.
Keller Duplicator Co., 545 E. Third St., Long Beach 12, Calif.
Kelley-Mennes Mfg. Co., 1283 N. Main St., Rockford, Ill.
Kellogg Switchboard & Supply Co., 6650 S. Cicero Ave., Chicago 38, Ill.
Kelly, F., Co., Housatonic Ave., Derby, Conn.
Kempenich, H., 1318 Pitman Ave., Palo Alto, Calif.
Ken-Add Machines Co., 1000 Raymond Ave., St. Paul 4, Minn.

Kendall Sealer Co., East Jaffrey, N. H.

KENMAR MFG. CO., East Palestine, Ohio
(See advertisements on pages 165, 166)

Kennedy Mfg. Co., Van Wert, Ohio
Ken-Ro-Bil Corp., Van Buren, Ohio
Kentube Mfg. Co., 912 Lock St., Kent, Ohio
Kenwood Corp., 2412 Penn Ave., N.W., Washington 7, D. C.

KENWORTH MFG. CO., 3455 N. Holton St., Milwaukee 12, Wis.
(See advertisement on page 191)

Ketcham & McDougall, Inc., 465 Eagle Rock Ave., Roseland, N. J.
Keuffel & Esser Co., 303 Adams St., Hoboken, N. J.
Kewaunee Mfg. Co., Adrian, Mich.
Key Ribbon & Carbon Co., 963 Newark Ave., Elizabeth, N. J.
Keyless Lock Co., 1401 Newman St., Indianapolis, Ind.
Keystone Binder Co., 1924 Lillie Ave., Davenport, Iowa
Keystone Envelope Co., 189 W. Allegheny Ave., Philadelphia, Pa.
Keystone Index Card Co., 3225 Race St., Philadelphia, Pa.

KEYSTONE STEEL EQUIPMENT CO., INC., 1914 S. Water St., Philadelphia 48, Pa.
(See advertisement on page 144)

Keystone Tag Co., West Chester, Pa.
Kidde, Walter, & Co., Inc., 1099 Main St., Belleville 9, N. J.
Kilian Mfg. Co., 1728 Burnet Ave., Syracuse, N. Y.
Kimball, A., Co., 307 W. Broadway, New York 13, N. Y.
Kimmel Products Co., P. O. Box 411, New Castle, Pa.
Kin-Dex, Inc., 516 W. 34th St., New York 1, N. Y.
King Filing Supply Co., 150 W. 22nd St., New York 11, N. Y.
King Gem Co., Gallatin Gateway, Mont.
King Koin Sorter Co., P. O. Box 1576, Omaha 8, Nebr.
King Posture Chair Co., 953 S. Raymond Ave., Pasadena 2, Calif.
King Sales & Engineering Co., 441 Folsom St., San Francisco, Calif.
Kingdom Mfg. Co., 410 Market St., Fulton, Mo.
Kingsbacher-Murphy Co., 6245 Lexington Ave., Hollywood 38, Calif.
Kingsley Stamping Machine Co., 1606 Cahuenga Blvd., Hollywood 28, Calif.
Kingsport Press, Inc., Kingsport, Tenn.
Kirby-Cogeshall-Steinau Co., 606 E. Clybourn St., Milwaukee, Wis.
Kirk Brevitype Corp., P. O. Box 2912, San Diego, Calif.
Kirk Ink Co., 6121 S. Wentworth Ave., Chicago, Ill.
Kirk Plastic Co., 170 E. Jefferson Blvd., Los Angeles 11, Calif.
Kisco Co., Inc., 2400 De Kalb St., St. Louis 4, Mo.
Kittredge, R. J., & Co., 14 N. Peoria St., Chicago, Ill.
Kline, W. R., Co., 1062 Stuyvesant Ave., Irvington, N. J.
Klipto Loose Leaf Co., 15 S. Delaware St., Mason City, Iowa
Klopp Engineering, Inc., P. O. Box 134, Plymouth, Mich.
Knickerbocker Case Co., 711 W. Lake St., Chicago 6, Ill.
Knickerbocker Leather & Novelty Co., Inc., 19 W. 18th St., New York 11, N. Y.
Kobler & Co., 81 Fenimore St., Lynbrook, N. Y.
Kodye, Inc., 27 W. Court St., Cincinnati, Ohio
Koh-I-Noor Pencil Co., Inc., Bloomsbury, N. J.
Kohlhaas Co., 8012 S. Chicago Ave., Chicago 17, Ill.

KOL, INC., 2507 University Ave., St. Paul 14, Minn.
(See advertisement on page 222)

Koller & Smith Co., Inc., 41 Chambers St., New York 7, N. Y.
Konko Sales Co., P. O. Box 132, Austin, Tex.
Kool Kooshion Mfg. Co., Oklahoma City, Okla.
Korda Industries, 20 W. 46th St., New York 19, N. Y.
Kores Carbon Paper & Ribbons Mfg. Corp., 49 Bleecker St., New York 12, N. Y.
Kraus Ribbon & Carbon Co., 239 Fourth Ave., Pittsburgh 22, Pa.
Krayer Mfg. Co., 542 Pine St., Elizabeth 1, N. J.
Krengel Mfg. Co., 227 Fulton St., New York, N. Y.
Kromex Corp., 880 E. 72nd St., Cleveland, Ohio
Krueger Metal Products Co., 1056 W. Mason St., Green Bay, Wis.
Krylon, Inc., 1422 Chestnut St., Philadelphia 2, Pa.
Kundtz, Theodor, Co., 1420 W. 25th St., Cleveland, Ohio
Kuntzendorf, C., & Co., 436 S. Wabash Ave., Chicago 5, Ill.
Kunz, John B., Co., Huntingdon, Pa.
Kurtz Bros., Fourth and Reed Sts., Clearfield, Pa.
Kutch, Walter E., Co., 18229 W. McNichols Rd., Detroit 19, Mich.

L

Labelon Tape Co., 450 Atlantic Ave., Rochester 9, N. Y.
Lackawanna Leather Co., 850 Grand Ave., Hackettstown, N. J.
Lafayette Co., Inc., 120 Greenwich St., New York 6, N. Y.
Lah Stencil Co., Kiester, Minn.
Laird & Lee, Inc., 560 W. Lake St., Chicago, Ill.
Lake Mfg. Co., 2323 Chestnut St., Oakland, Calif.
Lake Specialty Co., 616 W. Adams St., Chicago 6, Ill.
Lakeside Central Co., 333 S. Desplaines St., Chicago 6, Ill.
Lambooy Label & Wrapper Co., 2129 Portage St., Kalamazoo, Mich.
Landa Leather Products Co., 113 S. Jefferson St., Chicago 6, Ill.
Landers, Frary & Clark, 100 Center St., New Britain, Conn.

LA SALLE PRODUCTS CO., 2216 N. Clybourn Ave., Chicago 14, Ill.
(See advertisement on page 29)

LASSCO PRODUCTS, INC., 485 Hague St., Rochester 6, N. Y.
(See advertisement on page 204)

Lathem Time Recorder Co., 76 Third St., N.W., Atlanta, Ga.
Laughlin Mfg. Co., Inc., 5157 S. Halsted St., Chicago 9, Ill.
Laun, A. A., Furniture Co., Kiel, Wis.
Laurel Co., 129 Grand St., Garfield, N. J.
Lavelle Rubber Co., 424 N. Wood St., Chicago, Ill.
Lawrence, A. C., Leather Co., Peabody, Mass.
Lawson, F. H., Co., 850 Evans St., Cincinnati 4, Ohio
Lawsonia Mfg. Co., Inc., 1106 Spring Garden St., Philadelphia 23, Pa.
Layton Mfg. Co., 1229 Arch St., Philadelphia 7, Pa.
Le Febure Corp., 716 Oakland Road, N.E., Cedar Rapids, Iowa
Le Page's, Inc., Gloucester, Mass.
Le Roy, Inc., Union City, N. J.
Leader Card Works, 933 S. 5th St., Milwaukee, Wis.

LEATHERCRAFT, INC., 2320 S. Western Ave., Chicago 8, Ill.
(See advertisement on page 46)

Lee & Henry Mfg. Co., 441 Minna St., San Francisco 3, Calif.
Lee Hardware Co., Salina, Kans.
Lee, L. O'D., 90 Wall St., New York 5, N. Y.
Lee Paper Co., Vicksburg, Mich.

LEE PRODUCTS CO., 2736 Lyndale Ave., S., Minneapolis 8, Minn.
(See advertisement on page 156)

Lee-Bert, Inc., 900 Lapeer Ave., Saginaw, Mich.
Leeds Cash Register Mfg. Co., 300 E. Eighth St., Kansas City 6, Mo.
Lees Mfg. Co., Westport, Conn.
Lefax, Ninth & Sansom Sts., Philadelphia 7, Pa.
Lehigh Desk Co., 106 Duane St., New York 7, N. Y.
Lehmann Printing & Lithographing Co., 300 2nd St., San Francisco, Calif.
Lennox Metal Mfg. Co., Inc., 63-02 59th Ave., Maspeth, L. I., N. Y.
Lenwood Cabinet Makers, 3618 Superior St., Cleveland, Ohio
Leonard, G. R., & Co., 123 N. Wacker Dr., Chicago 6, Ill.
Leopold Co., Burlington, Iowa
Levelor Sales Corp., 60 Bonner St., Stamford, Conn.
Levison & Blythe Mfg. Co., 612 N. Second St., St. Louis 2, Mo.
Lew Mfg. Co., 217 Huntington Ave., Providence 9, R.I.
Lewis, J. P., Co., Beaver Falls, N. Y.
Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.
Lexington Leather Goods Co., 12 S. Jefferson St., Chicago 6, Ill.
Lexington Metal Products, Inc., 565 Park Ave., Brooklyn 5, N. Y.
Liberty Typewriters, Exch. Machine Div., Smith-Corona Inc., 99 Hudson St., New York, N. Y.
Liebman, A. L., & Son, Inc., 2046 McDonald Ave., Brooklyn, N. Y.
Lifetimer Hoop-Type Window Clock Co., Box 113, Haddam, Conn.
Lifton Mfg. Corp., 18 W. 18th St., New York 11, N.Y.
Lightning Adding Machine Co., 1260 W. Second St., Los Angeles, Calif.
Lightolier, Inc., 11 E. 36th St., New York, N. Y.

LIGNUM-VITAE PRODUCTS CORP., 100A Boyd Ave., Jersey City, N. J.
(See advertisement on page 169)

Lily-Tulip Cup Corp., 122 E. 42nd St., New York 17, N. Y.
Lincoln Lighting Products, Inc., 311 N. Desplaines St., Chicago 6, Ill.
Lindley Box & Paper Co., Marion, Ind.
Link Paper Co., 220 Broadway, New York 7, N. Y.

LINO FOOD, P. O. Box 96, Grand Rapids, Mich.
(See advertisement on page 185)

Linton Pencil Co., Lewisburg, Tenn.
Lipic, Jos., Pen Co., 2200 Gravois St., St. Louis, Mo.
Lipton Mfg. Co., Inc., 52 W. Houston St., New York 12, N. Y.

LISTO PENCIL CORP., 1925 Union St., Alameda, Calif.
(See advertisement on page 199)

LIT-NING PRODUCTS CO., 2504 S. Elm Ave., Fresno, Calif.
(See advertisement on page 172)

Little, A. P., Inc., 100 S. Fitzhugh St., Rochester 8, N. Y.
Lloyd Mfg. Co., Menominee, Mich.
Loeblein of Kent, Inc., Kent, Ohio
Loewenbach, B., & Sons Co., 733 N. Van Buren St., Milwaukee, Wis.
Logan Drinking Cup Div., United States Envelope Co., Worcester, Mass.
Logan Pottery Co., Logan, Ohio
Lonergan Mfg. Co., Albion, Mich.
Lonson Mfg. Co., 300 E. Fourth St., St. Paul, Minn.
Loose Leaf Devices Co., Inc., 1724 N. 13th St., St. Louis 6, Mo.
Loose Leaf House, 156 W. 31st St., Los Angeles, Calif.
Loose Leaf Metals Co., 6816 Arsenal St., St. Louis, Mo.
Lordell Corp., 37 N. Wacker Dr., Chicago, Ill.
Lowell Specialties Co., 95 Bridge St., Lowell, Mass.
Loy's Chinese Abacus Agency, 1317 Rhode Island Ave., N.E., Washington 18, D. C.
Lucas Mfg. Co., 4156 N. Lowell St., Chicago 41, Ill.
Lumirol Co., 153 E. 26th St., New York 10, N. Y.
Lundstrom, C. J., Mfg. Co., Little Falls, N. Y.

LUNDSTROM LABORATORIES, INC., Little Falls, N. Y.
(See advertisement on page 86)

Lutz & Sheinkman, Inc., 421 Hudson St., New York, N. Y.
Lux Clock Mfg. Co., Inc., Waterbury 20, Conn.
Lux Pen Co., White Bear, Minn.
Luxem, James P., Co., 3344 N. Lincoln St., Franklin Park, Ill.
Luxor Leathercraft Corp., 29 W. 34th St., New York 1, N. Y.
Lynch-Jamentz Co., 2311 Riverside Dr., Los Angeles 39, Calif.
Lyon Metal Products, Inc., Aurora, Ill.

M

M.J.S. FURNITURE DISTRIBUTORS, INC., 85 Duane St., New York 7, N. Y.
(See advertisement on page 231)

M & M Industries, P. O. Box 91, South Milwaukee, Wis.
M. & N. Fluorescent Co., 6250 N. Artesian St., Chicago 45, Ill.
Mabro Manufacturing Co., Inc., 234 E. 151st St., New York 51, N. Y.
MacKenzie, Arnold, Inc., 3131 Overlook Dr., Minneapolis 20, Minn.
Mackwin Co., Winona, Minn.

MAC-MIETH CO., INC., P. O. Box 832, Port Orange, Fla.
(See advertisement on page 204)

Maendler Brush Mfg. Co., Inc., 138 E. Ninth St., St. Paul 1, Minn.

Maggie Magnetic, Inc., 40 E. 32nd St., New York 16, N. Y.
Magic Binding Post Co., 3049 E. Grand Blvd., Detroit 2, Mich.
Magic Circle Mfg. Corp., 6136 E. Admiral Pl., Tulsa, Okla.
Magnetic Recording Industries, 30 Broad St., New York 4, N. Y.
Magnus Chemical Co., Inc., Garwood, N. J.
Mailers Equipment Co., 40 W. 15th St., New York 11, N. Y.
Majestic Loose Leaf, Inc., 19-29 Rockwell Place, Brooklyn, N. Y.
Majestic Staple Co., 1100 Myrtle Ave., Brooklyn 6, N. Y.
Majestic Stationery Co., 260 N. 3rd St., Philadelphia, Pa.
Majestic Wood Carving Co., 1740 N. Maplewood Ave., Chicago, Ill.
Major Leather Goods Mfg. Co., 609 W. Lake St., Chicago, Ill.
Major Metalfab, Inc., 537 S. Dearborn St., Chicago 5, Ill.
Major Services, 3510 W. Palmer St., Chicago 47, Ill.
Mandel, A., & Co., Inc., 37 E. 12th St., New York 3, N. Y.
Manifold Supplies Co., 188 Third Ave., Brooklyn 17, N. Y.
Manitowoc Church Furniture Co., Inc., Waukesha, Wis.
Manning, Bowman & Co., Meriden, Conn.
Maple City Stamping Co., 708 Park Ave., Peoria, Ill.
Maple Leaf Mfg. Co., Inc., 350 Fifth Ave., New York 1, N. Y.

MARBLE, B. L., CHAIR CO., Bedford, Ohio
(See advertisement on page 64)

Marchant Calculators, Inc., 1475 Powell St., Oakland 8, Calif.
Marginator Co., 1434 Broadway, Burbank, Calif.
Mario Mfg. Co., Inc., 11 E. 26th St., New York, N. Y.
Marion Electrical Instrument Co., Manchester, N. H.
Mark King Corp., 50 The Arcade, Cleveland 14, Ohio
Markal Co., 3052 W. Carroll St., Chicago 12, Ill.
Market Services, Inc., 431 S. Dearborn St., Chicago 5, Ill.
Markilo, 3633 S. Racine Ave., Chicago 9, Ill.
Marks Mfg. Co., 700 N. Carpenter St., Chicago 22, Ill.

MARKWELL MFG. CO., INC., 200 Hudson St., New York 13, N. Y.
(See advertisement on page 225)

Marr Duplicator Co., Inc., 53 Park Place, New York 7, N. Y.

MARSH STENCIL MACHINE CO., Belleville, Ill.
(See advertisement on page 48)

Marshallan Mfg. Co., 1061 W. 11th St., Cleveland, Ohio
Martell, A. E., Co., Keene, N. H.
Martens Type Cleaner Co., Diamond Point 2, N. Y.
Marval Mfg. Co., 1014 W. Burbank Blvd., Burbank, Calif.
Marvel Products, Inc., 353 Fifth Ave., New York, N. Y.
Marvel Window Cleaner, Inc., 3559 E. 71st St., Cleveland, Ohio
Marvin Envelope & Paper Co., 2040 W. North Ave., Chicago 47, Ill.
Masland Duraleather Co., Amber and Willard Sts., Philadelphia 34, Pa.
Maso Steel Products, 53 W. Jackson Blvd., Chicago 4, Ill.
Mason Box Co., Attleboro Falls, Mass.
Mason Stationery Products, Inc., 112 Bleecker St., New York 12, N. Y.
Massillon Wire Basket Co., Massillon, Ohio
Master Addresser Co., 6500 W. Lake St., Minneapolis 16, Minn.

MASTER MFG. CO., 1676 E. 28th St., Lorain, Ohio
(See advertisement on page 63)

Master Mfg. Co., 811 W. Cabrini St., Chicago, Ill.

MASTER METAL PRODUCTS, INC., 291 Chicago St., Buffalo 4, N. Y.
(See advertisement on page 44)

Master Products Mfg. Co., 3480 E. 14th St., Los Angeles, Calif.
Master-Craft Corp., 831 Cobb Ave., Kalamazoo 52F, Mich.
Mathews Co., 1221 Beaufait Ave., Detroit 7, Mich.
Matthews, James H., & Co., 3942 Forbes St., Pittsburgh 13, Pa.

MAY, J. L., CO., INC., 109 W. 19th St., New York 11, N. Y.
(See advertisement on page 180)

Maybeck, H. G., Co., Inc., 131-19 Jamaica Ave., Richmond Hill 18, N. Y.
Mayer, A. G., Co., 203 E. 18th St., New York, N. Y.
Mayer Mfg. Co., 3130-3140 W. 51st St., Chicago 32, Ill.

MAYFAIR CO., 315 N. Desplaines St., Chicago 6, Ill.
(See advertisement on page 134)

Mayhal Photocopy Corp. of America, 24 Stone St., New York, N. Y.

MAYLINE CO., INC., 615 N. Commerce St., Sheboygan, Wis.
(See advertisement on page 107)

McBee Co., Athens, Ohio
McCaskey Register Co., Alliance, Ohio
McClurg, A. C., & Co., 333 E. Ontario St., Chicago 11, Ill.

McDONALD PRODUCTS CORP., Duk-It Building, Buffalo 10, N. Y.
(See advertisement on page 28)

McGill Metal Products Co., Marengo, Ill.

McILRATH, ROY E., 8849 S. Laflin St., Chicago 20, Ill.
(See advertisement on page 187)

McKay, David, Co., Inc., 225 Park Ave., New York, N. Y.
McKay, W. D., 2731 N. Pulaski Rd., Chicago, Ill.
McKee Glass Co., Jeannette, Pa.
McKeever Press, 14 Third Ave., S.E., Aberdeen, S. D.
McKenna & Phelps, Inc., 207 E. 12th St., New York 3, N. Y.

McLENNON PEN CO., 220 S. State St., Chicago 4, Ill.
(See advertisement on page 162)

McMahan Bros. Desk Co., 2220 S. Hoover St., Los Angeles 7, Calif.
McMillan Book Co., 701 E. Genesee St., Syracuse 1, N. Y.
Mead Sales Co., Inc., 230 Park Ave., New York 17, N. Y.
Mease, W. D., Co., P. O. Box 281, Hayward, Calif.
Medart, Fred, Products, Inc., 3535 De Kalb St., St. Louis 18, Mo.
Meeker Co., Inc., Joplin, Mo.
Meier Electric & Machine Co., 3505 E. Washington St., Indianapolis 7, Ind.

MEIER, JOSHUA, CO., INC., 153 W. 23rd St., New York 11, N. Y.
(See advertisement on page 35)

Meilicke Systems, Inc., 3458 N. Clark St., Chicago 13, Ill.

MEILINK STEEL SAFE CO., Toledo 6, Ohio
(See advertisement on page 214)

Melind, Louis, Co., 3524 N. Clark St., Chicago 13, Ill.
Melton Publishing Co., P. O. Box 4685, Kansas City 3, Mo.
Mendes, J. Curry, Corp., 1 Curry Ave., Canton, Mass.
Merchants Box Co., Dallastown, Pa.
Merchants Industries, Inc., Bellefontaine, Ohio
Mergott, J. E., Co., 316 Jeliff Ave., Newark, N. J.

MERRIAM, G. & C., CO., 47 Federal St., Springfield 2, Mass.
(See advertisement on page 106)

Merriam Mfg. Co., Durham, Conn.
Messenger Corp., Auburn, Ind.
Metal Office Furniture Co., 1491 Division Ave., S., Grand Rapids 2, Mich.
Metal Products Engineering, Inc., 4000 Long Beach Ave., Los Angeles 58, Calif.
Metal Radiator Cabinet Co., Inc., 6316 S. Wentworth Ave., Chicago, Ill.

METAL SPECIALTIES MFG. CO., 1975 N. Cornell Ave., Melrose Park, Ill.
(See advertisement on page 227)

Metalcraft, Inc., 1619 S. Federal St., Mason City, Iowa
Metallic Arts of New England, Inc., 150 Broadway, Cambridge, Mass.
Metalstand Co., 7516 State Rd., Philadelphia 36, Pa.
Metropolitan Cutlery Co., 33 W. 34th St., New York, N. Y.
Metropolitan Mirror & Glass Co., Inc., 667 Kent Ave., Brooklyn, N. Y.
Meyer & Wenthe, Inc., 30 S. Jefferson St., Chicago 6, Ill.
Meyercord Co., 5323 W. Lake St., Chicago 44, Ill.
Meyers, Fred L., Mfg. Co., 1174 Hooven Ave., Hamilton, Ohio
Meylan Stopwatch Corp., 264 W. 40th St., New York 18, N. Y.
Miami Systems Corp., Robertson at 34th Ave., Cincinnati 9, Ohio
Michaels Art Bronze Co., Inc., Covington, Ky.
Michigan Paper Co., Plainwell, Mich.
Michigan Tag Co., 1600 Monroe Ave., N.W., Grand Rapids 2, Mich.
Micro Record Corp., 225 W. 28th St., New York 1, N. Y.
Middleditch, L., Co., 225 Varick St., New York 14, N. Y.
Midland Manufacturing, Inc., 1100 S. McComas, Wichita 12, Kansas
Mid-States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, Ill.
Midwest Folding Products, Roselle, Ill.
Midwest Metal Mfg. Co., 1818 N. 18th St., St. Louis 6, Mo.
Midwest Naturalite Co., 228 W. Kinzie St., Chicago 10, Ill.
Milbradt Mfg. Co., 2400 N. Tenth St., St. Louis, Mo.
Miles, E. E., Co., South Lancaster, Mass.
Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.
Millar, Geo. W., & Co., Inc., 284 Lafayette St., New York 12, N. Y.
Miller-Bryant-Pierce, Aurora, Ill.
Miller Co., 200 Center St., Meriden, Conn.
Miller, C. H., Co., 7240 St. Paul Ave., Detroit 14, Mich.
Miller, Herman, Furniture Co., Zeeland, Mich.
Miller Products Co., Inc., 29 Warren St., New York 7, N. Y.
Millers Falls Paper Co., Millers Falls, Mass.
Mill-Green Publishing Co., 370 Seventh Ave., New York 1, N. Y.
Mills Co., The, 975 Wayside Road, Cleveland 10, Ohio
Mills Envelope Co., 2403 N. Oakley Blvd., Chicago, Ill.
Milprint, Inc., 4200 N. Holton St., Milwaukee, Wis.
Miltier Lighting Products, Inc., 147 Chambers St., New York 7, N. Y.

MILWAUKEE CHAIR CO., 3022 W. Center St., Milwaukee 45, Wis.
(See advertisement on page 66)

Milwaukee Dustless Brush Co., 530 N. 22nd St., Milwaukee, Wis.
Milwaukee Label & Seal Co., 261 E. Erie St., Milwaukee 2, Wis.
Milwaukee Lace Paper Co., 1306 E. Meinecke Ave., Milwaukee 12, Wis.

MILWAUKEE METAL FURNITURE CO., 101 N. Campbell Ave., Chicago 12, Ill.
(See advertisement on page 75)

Mimeo Mfg. Co., 401 Broadway, New York 13, N. Y.
Mim-E-O Stencil Files Co., 1219 W. Chestnut St., Chicago 22, Ill.
Mimeograph Supply Co., 1240 S. Olive St., Los Angeles 15, Calif.
Minifon Corp. of America, 105 W. 43rd St., New York 36, N. Y.
Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
Missouri Brush & Crayon Co., 2726 Brentwood Blvd., St. Louis, Mo.
Mitchell Corp., 201 Matthews Ave., Hagerstown, Md.
Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago 14, Ill.
Mittag & Volger, Inc., Park Ridge, N. J.
Mitts & Merrill, 67 McCoskey St., Saginaw, Mich.
Modern Account System Co., Auburn, Ind.
Modern Desk Pad Mfg. Co., 420 N. Clark St., Chicago, Ill.
Modern Pen Mfg. Co., Inc., 395 Broadway, New York, N. Y.
Modernize, Inc., 666 N. Lake Shore Drive, Chicago 11, Ill.
Mohawk Business Machines Corp., 47 West St., New York, N. Y.

MOHAWK TABLET CO., 1703 East End Ave., Chicago Heights, Ill.
(See advertisments on pages 192, 193, 194)

Mohler, A., Onamia, Minn.
Molded Rubber Co., Main & Rector Sts., Philadelphia 27, Pa.
Monarch Furniture Co., Inc., P. O. Box 549, High Point, N. C.
Monarch Marking System Co., 216 S. Torrence St., Dayton 3, Ohio
Monarch Metal Products, Inc., 724 S. Columbus Ave., Mount Vernon, N. Y.
Monarch Pencil Co., 123 Mercer St., New York 12, N. Y.

MONET CO., 43 South Ave., Fanwood, N. J.
(See advertisement on page 26)

Mongol Chemical Co., West Nyack, N. Y.
Monochrome Pen Co., 7 W. Madison St., Chicago 3, Ill.
Monogram of California, 2500 18th St., San Francisco 10, Calif.
Monroe Calculating Machine Co., Inc., 555 Mitchell St., Orange, N. J.
Monroe Upholstery Shops, Inc., 400 W. 14th St., New York 14, N. Y.
Montag Bros., 180 Marietta St., Atlanta, Ga.
Montgomery & Co., Inc., 53 Park Place, New York 7, N. Y.
Moore Business Forms, Inc., Niagara Falls, N. Y.
Moore Business Forms, Inc., Rediform Division, 2233 University Ave., St. Paul 4, Minn.
Moore, John C., Corp., 67 Stone St., Rochester, N. Y.
Moore Pen Co., 63 Franklin St., Boston, Mass.
Moore, P. O., Inc., 300 Fourth Ave., New York 10, N. Y.
Moore Push-Pin Co., 113 Berkley St., Philadelphia 44, Pa.
Morgan Co., 3984 Avondale Ave., Chicago 41, Ill.
Morilla Co., Inc., 328 E. 23rd St., New York 10, N. Y.
Morris, Bert M., Co., 8651 W. Third St., Los Angeles 48, Calif.

Morris, Owen, & Co., 1265 Broadway, New York, N. Y.
Morrison Fountain Pen Co., 79 Fifth Ave., New York, N. Y.
Morse, Ralph, Furniture Co., Transportation Bldg., Grand Rapids, Mich.
Morval Corp., Herkimer, N. Y.

MOSLER SAFE CO., Hamilton, Ohio
(See advertisement on page 213)

Moss Atlas Corp., 244 Herkimer St., Brooklyn 16, N. Y.
Motorola, Inc., 4545 W. Augusta Blvd., Chicago, Ill.
Mounties, Inc., 251 Causeway St., Boston, Mass.
Mullins Mfg. Corp., Salem, Ohio
Multiplex Display Fixture Co., 910 N. Tenth St., St. Louis 1, Mo.

MULTISTAMP CO., INC., 527 W. 21st St., Norfolk, Va.
(See advertisement on page 112)

Munising Paper Co., 135 S. La Salle St., Chicago 3, Ill.
Munroe Paper Corp., Lawrence, Mass.
Munson Supply Co., 57 Toler Place, Newark 5, N. J.

MURPHY CHAIR CO., INC., Owensboro, Ky.
(See advertisement on page 63)

MURPHY-MILLER, INC., Owensboro, Ky.
(See advertisement on page 70)

Murphy, Thos. D., Co., Red Oak, Iowa
Murray Engraving Co., 6152 S. Wabash Ave., Chicago, Ill.
Musgrave Pencil Co., Shelbyville, Tenn.
Mutschler Bros. Co., Nappanee, Ind.
Mutual Brief Case Co., Inc., 133 Kossuth St., Newark, N. J.
Mutual Paper Co., Inc., 202 Coffey St., Brooklyn, N. Y.
Mutual Publishers, 21 Howard St., New York, N. Y.
Mutual Stationers Supply Corp., 268 4th Ave., New York 10, N. Y.
Myers, Fred L., Co., Inc., Lewes, Del.
Myrtle Desk Co., High Point, N. C.
Mystik Adhesive Products, 2635 N. Kildare Ave., Chicago 39, Ill.

N

Narragansett Machine Co., Railroad Rollins Corner, Centralia, Mo.
Nascon Products Division, Eaton Paper Corp., Pittsfield, Mass.
Nashua Package Sealing Div., Nashua Corp., Nashua, N. H.
Nassau Sponge Co., 124 W. Kinzie St., Chicago 10, Ill.
National Address Plate Co., 4615 W. Huron St., Chicago 44, Ill.
National Blank Book Co., Holyoke, Mass.
National Brass Co., 1601 Madison St., S.E., Grand Rapids, Mich.
National Brief Case Mfg. Co., Inc., 512 S. Peoria St., Chicago 7, Ill.
National Bundle Tyer Co., Blissfield, Mich.
National Business Systems Co., 8430 Grand River, Detroit 4, Mich.
National Cabinet Co., 21-24 44th Ave., Long Island City 1, N. Y.
National Carbon Coated Paper Co., Sturgis, Mich.
National Card, Mat & Board Co., 4318 W. Carroll Ave., Chicago 24, Ill.
National Cash Register Co., Dayton 9, Ohio
National Chair Co., Inc., Valley Rd., Clark Township, N. J.
National Crayon Co., Easton, Pa.
National Decalcomania Corp., 236-252 N. 60th St., Philadelphia 39, Pa.
National Desk Co., Herkimer, N. Y.
National Engraving Co., 807 S. 20th St., Birmingham, Ala.
National Fiberstok Envelope Co., Allegheny Ave. at Second St., Philadelphia 33, Pa.
National Furniture Mfg. Co., Evansville, Ind.
National Inter-Communicating Systems, Inc., 1130 Milwaukee Ave., Chicago, Ill.
National Litho Forms Co., 18423 Euclid Ave., Cleveland 12, Ohio

NATIONAL LOCK CO., 1902 Seventh St., Rockford, Ill.
(See advertisement on page 184)

National Manifolding Co., 442 E. Second St., Dayton 2, Ohio

NATIONAL PASS BOOK & SUPPLY CO., 112 Hamilton Ave., Cleveland 14, Ohio
(See advertisement on page 43)

National Pencil Co., Shelbyville, Tenn.
National Plastic Products Co., Odenton, Md.

NATIONAL RULE CO., 49 Andrews St., Rochester 14, N. Y.
(See advertisement on page 211)

National School Equipment Co., Port Washington, Wis.
National School Slate Co., Slatington, Pa.
National Tag & Label Corp., 38 Bridge St., Watertown 72, Mass.
National Transparent Plastics Co., Indian Orchard, Springfield, Mass.

NATIONAL VULCANIZED FIBRE CO., P. O. Box 311, Wilmington 99, Del.
(See advertisement on page 245)

Nationwide Industries, Inc., 6 E. 33rd St., New York 16, N. Y.
Nationwide Office Supply Co., 163 Pacific St., Brooklyn, N. Y.
Nebraska Salesbook Co., 21st & "Y" Sts., Lincoln 1, Nebr.
Neenah Paper Co., Neenah, Wis.
Neidich Process Div., Burlington, N. J.
Neiman Loose Leaf & Bindery Co., 1717 S. Halsted St., Chicago 8, Ill.

NEIMAN STEEL EQUIPMENT CO., INC., Balfour and Venango Sts., Philadelphia 34, Pa.
(See advertisement on page 218)

Nekoosa-Edwards Paper Co., Inc., Port Edwards, Wis.
Nelson, Thomas, & Sons, 19 E. 47th St., New York, N. Y.
Nelson Vertical Paper Cutter Co., Inc., 424 W. 22nd St., Norfolk, Va.
Nelson-Eismann Co., 122 S. Michigan Ave., Chicago, Ill.
Nelsonite Chemical Products, Inc., 900 Monroe Ave., N.W., Grand Rapids 2, Mich.
Neoline Inc., 4407 San Fernando Road, Glendale 4, Calif.
Neostyle, Inc., 208 S. La Salle St., Chicago, Ill.
Nettle Mfg. Co., 27 Huntington Ave., Boston 16, Mass.
Neubauer Mfg. Co., 2013 Central Ave., N.E., Minneapolis 18, Minn.
Neva-Clog Products, Inc., 506 Logan St., Bridgeport 1, Conn.
Neverknot Co., 4525 N. Ravenswood Ave., Chicago 40, Ill.
New Castle Products, New Castle, Ind.
New Diamond Point Pen Co., 236 Fifth Ave., New York 1, N. Y.
New Era Optical Co., 17 N. Wabash Ave., Chicago, Ill.

NEW ENGLAND PAPER PUNCH CO., 89 Washington Ave., Natick, Mass.
(See advertisement on page 204)

New Hermes, Inc., 13 University Place, New York, N. Y.
New Rexbilt Leather Goods Corp., 151 W. 26th St., New York 1, N. Y.
New York Graphic Society, 10 W. 33rd St., New York, N. Y.
New York Silicate Book Slate Co., Inc., 541 Lexington Ave., New York, N. Y.
New York Stencil Works, 221 Fulton St., New York, N. Y.
New York Twine Corp., 110 Murray St., New York, N. Y.
Newco Products, Newcomerstown, Ohio
Newman Bros., Inc., 660 W. Fourth St., Cincinnati 3, Ohio
Newport News Forms Co., Inc., Newport News, Va.
Niagara Duplicator Co., Concord, Calif.
Nichols Products Co., Moorestown, N. J.
Nichols, H. W., Salesbook Co., 229 Race St., Cincinnati, Ohio
Nielson Supply Co., 32 N. State St., Chicago, Ill.

NIEMANN, INC., 469 E. Ohio St., Chicago 11, Ill.
(See advertisement on page 164)

Nilsson Sales Co., 301 Park Ave. Bldg., Detroit 26, Mich.
Nobema Products Corp., 141 Greene St., New York, N. Y.
Noble & Westbrook Mfg. Co., 19 Westbrook St., East Hartford 8, Conn.
Noesting Pin Ticket Co., Inc., 728 E. 136th St., New York 54, N. Y.
Noka Mfg. Co., 147 Bloomfield Ave., Bloomfield, N. J.
No-Mek Pen Products, 1904 W. Monterey St., Chicago Ill.
Non-Stop Pen & Pencil Co., 16 E. 23rd St., New York 10, N. Y.
Norcor Mfg. Co., Inc., Green Bay, Wis.
Norcross, Inc., 244 Madison Ave., New York 16, N. Y.
Norfield Methods & Procedures, Inc., P. O. Box 1012, Oak Park, Ill.
Noris Instruments, Ltd., 105 E. 29th St., New York 16, N. Y.
Norma Pencil Corp., 137 W. 14th St., New York 11, N. Y.
Norta Distributing Co., 1165 Broadway, New York 1, N. Y.
Northeastern Plastics, Inc., 215 "A" St., Boston, Mass.
Northern Paper Mills, Green Bay, Wis.

NORTHERN STATES ENVELOPE CO., 300 E. Fourth St., St. Paul 1, Minn.
(See advertisement on page 113)

Northfield Specialties Co., Northfield, Minn.
Northmore's, P. O. Box 755, Highland Park, Ill.
Northwest Leather Goods Co., 311 N. Desplaines St., Chicago 6, Ill.
Northwest Metal Products Co., 1337 E. Mason St., Green Bay, Wis.
Northwestern Clock Co., 703 S. 16th St., Omaha 2, Nebr.
Nosco Plastics, 17th and Cascade Sts., Erie, Pa.
Novel Novelties, Inc., 39-07 24th St., Long Island City, N. Y.
Nucraft Furniture Co., 1615 Eastern Ave., S.E., Grand Rapids, Mich.

NU-CRAFT PRODUCTS CO., 163 Pacific St., Brooklyn 2, N. Y.
(See advertisment on page 79)

Numberall Stamp & Tool Co., 400 Huguenot Ave., Staten Island 12, N. Y.
Nu-Style Album and Binder Co., P. O. Box 65, Des Moines, Iowa
Nu-Tone, Inc., 222 W. North Bank Dr., Chicago, Ill.
Nutting Truck & Caster Co., Faribault, Minn.
Nye, William F., Inc., P. O. Box 927, New Bedford, Mass.
Nystrom, A. J., & Co., 3333 N. Elston Ave., Chicago 18, Ill.

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O T A Business Machines Division, Oerlikon Tool & Arms Corp. of America, P. O. Box 3049, Ashville, N. C.
Oakite Products, Inc., 19 Rector St., New York, N. Y.
Oakville Co., Div. Scoville Mfg. Co., Waterbury 20, Conn.
Odman Corp., 823 W. Blackhawk St., Chicago, Ill.
Office Accessories Corp., P. O. Box 717, Encino, Calif.
Office Equipment Corp., 298 Broadway, New York, N. Y.
Office Expediters, Inc., 615 Lucas Ave., Los Angeles 17, Calif.
Office Furniture Wholesale Distributors, 74 Broad St., New York 4, N. Y.
Office Products, Inc., 9920 Freeland Ave., Detroit 27, Mich.
Oglesby Machine Co., Craighead St., Nashville, Tenn.
Ohio Can & Crown Co., Massillon, Ohio
Ohio Chair Co., Inc., 28 W. Madison Ave., Youngstown, Ohio
Ohio Match Co., Wadsworth, Ohio
Ohio Thermometer Co., 33 Walnut St., Springfield, Ohio
Old Town Corporation, 345 Madison Ave., New York 17, N. Y.
Olivetti Corp. of America, 580 Fifth Ave., New York 36, N. Y.
Olsen Mark Corp., 128 White St., New York 13, N. Y.
Olson Rug Co., 2800 N. Pulaski Rd., Chicago, Ill.
Orco Cameras, Inc., 112 Liberty St., New York 6, N. Y.
Originals Co., 17 W. 44th St., New York 18, N. Y.

ORNA METAL PRODUCTS CO., 2412 S. Seventh St., St. Louis 4, Mo.
(See advertisement on page 91)

Orthwine, Rudolf, Corp., 416 W. 33rd St., New York 1, N. Y.
Osborn Mfg. Co., The, 5401 Hamilton Ave., Cleveland 14, Ohio
Osborn Paper Co., Marion, Ind.
Osco Stationery Co., 17 Bleecker St., New York, N. Y.

Oshkosh Trunks & Luggage, Oshkosh, Wis.

Otis Steel Products Co., Ellicottville, N. Y.

Outlook Envelope Co., 1001 W. Washington Blvd., Chicago 7, Ill.

OXFORD FILING SUPPLY CO., Clinton Rd., Garden City, N. Y., and 125 S. Eighth St., St. Louis 2, Mo.
(See advertisements on pages 145, 148, 173)

Oxford University Press, 114 5th Ave., New York, N. Y.

Ozalid, Div. General Analine & Film Corp., Johnson City, N. Y.

Ozark Pen Mfg. & Repair Co., Licking, Mo.

P Q

P.B.R. Mfg. Co., H & Luzerne Sts., Philadelphia 24, Pa.
P & W Cabinet Makers, 5814 Main St., Long Hill, Trumbull, Conn.
Paasche Airbrush Co., 1909 W. Diversey Ave., Chicago 14, Ill.
Pacific Carbon & Ribbon Mfg. Co., 1451 Harrison St., San Francisco 3, Calif.
Package Ad & Sealer Co., 9512 Irving Park Blvd., Schiller Park, Ill.
Packwood, G. H., Mfg. Co., 1545 Tower Grove Ave., St. Louis 10, Mo.
Pad-O-Fone Corp., 2681 W. 2nd St., Brooklyn, N. Y.
Pagell, Alfred H., Eastondale, Mass.
Pagewriter Pen Co., 30 Lowell Road, Wellesley Hills 82, Mass.
Paillard Products, Inc., 100 Sixth Ave., New York 13, N. Y.
Palm Bros. Decalcomania Co., 3736 Regent Ave., Cincinnati 12, Ohio
Palmer, A. N., Co., The, 55 Fifth Ave., New York 3, N. Y.
Palmer House Galleries, 119 S. State St., Chicago, Ill.
Palmer Show Card Paint Co., Inc., 21650 Wyoming Ave., Detroit 20, Mich.
Pan American Bronze Co., 4452 Kuglermill Road, Rossmoyne, Ohio

PANDA PENCIL LEAD, INC., 760 Waveland Ave., Chicago 13, Ill.
(See advertisement on page 183)

Panef Mfg. Co., Inc., 102 E. Walnut St., Milwaukee 1, Wis.
Pannier Corp., 207 Sandusky St., Pittsburgh, Pa.
Paper Converters, Inc., 415 S. Oneida St., Appleton, Wis.
Paper Manufacturers Co., 9800 Bustleton Ave., Philadelphia, Pa.
Paper-Mate Co., Inc., 8790 Hays St., Culver City, Calif.
Pap-R-Products, Martinsville, Ill.
Parisian Novelty Co., 3510 S. Western Ave., Chicago 9, Ill.
Park Chemical Co., 8074 Military Ave., Detroit 4, Mich.
Park Products Co., 111 N. Marion St., Oak Park, Ill.
Park Sherman Co., 2725 S. 11th St., Springfield, Ill.
Parkay, Inc., Highland Park, Louisville 9, Ky.
Parker, Joseph, & Son Co., New Haven, Conn.
Parker Pen Co., Janesville, Wis.
Parker, Stearns & Co., 288 Sheffield Ave., Brooklyn, N. Y.

PARKER STEEL PRODUCTS, INC., 56 Columbia St., Brooklyn 2, N. Y.
(See advertisement on page 38)

Parsons Paper Co., Holyoke, Mass.
Parva Products Co., Mt. Carmel, Conn.
Patent Novelty Co., Fulton, Ill.
Paymaster Corp., 754 W. Lexington St., Chicago 7, Ill.
Peabody Co., North Manchester, Ind.
Pearl Engraving Corp., 36-40 W. 29th St., New York 1, N. Y.
Pearson, G. S., Co., 711 S. Dearborn St., Chicago 5, Ill.
Pease, C. F., Co., 2601 W. Irving Park Road, Chicago 18, Ill.
Peck & Harvey, 5650 N. Western Ave., Chicago 45, Ill.
Peerless-Imperial Co., Inc., 28 Peerless Place, Newark 5, N. J.
Peerless Ink Corp., 258 Broadway, New York 7, N. Y.
Peerless Office Products Corp., 402 E. 70th St., New York 21, N. Y.
Peerless Pen Co., 14 W. 17th St., New York, N. Y.
Peerless Photo Products, Inc., 100 E. 42nd St., New York, N. Y.
Peerless Roll Leaf Co., 4511 New York Ave., Union City, N. J.

PEERLESS STEEL EQUIPMENT CO., 6604 Hasbrook Ave., Philadelphia 11, Pa.
(See advertisement on page 131)

Peerless Wire Goods Co., Lafayette, Ind.
Peirce Wire Recorder Corp., 5900 North Northwest Highway, Chicago 31, Ill.
Pekas Duplicator Co., Lesterville, S. D.
Pelouze Mfg. Co., 1218 Chicago Ave., Evanston, Ill.
Pemberton, Lewis N., Printing Co., 1200 W. 8th St., Los Angeles 17, Calif.
Pencraft, Inc., 5 Bromfield St., Boston, Mass.
Pengad Mfg. Co., Bayonne, N. J.
Pen-N-Pencil Co., The, 1 W. 47th St., New York 36, N. Y.
Penn Metal Corp. of Penna, Oregon Ave. and Swanson St., Philadelphia, Pa.
Penn Tape Savers, "D" at Luzerne St., Philadelphia 24, Pa.
Pennsylvania Wire Glass Co., 1600 Market St., Philadelphia, Pa.
Pen-Rite Corp., 744 E. 138th St., New York 54, N. Y.
Pentron Corp., 664 N. Michigan Ave., Chicago, Ill.
Pereles Bros., Inc., 2484 S. 7th St., Milwaukee 7, Wis.

PERFECT RUBBER SEAT CUSHION CO., 6435 Edmund St., Philadelphia 35, Pa.
(See advertisement on page 84)

Perfection Box Co., 615 N. Parkside Ave., Chicago, Ill.
Perfection Legal Blank Co., 108 N. Rockton Ave., Rockford, Ill.
Perma Products Co., 3511 West Fort St., Detroit 16, Mich.
Permacel Tape Corp., New Brunswick, N. J.
Permo, Inc., 6415 N. Ravenswood Ave., Chicago, Ill.
Perrygraf Corp., 1500 Madison St., Maywood, Ill.
Petersburg Trunk & Bag Co., Petersburg, Va.
Pettersen Mfg. Co., 631 N. Milpas St., Santa Barbara, Calif.
Pfening & Snyder, 1075 W. Fifth Ave., Columbus, Ohio
Phillips Process Co., Inc., 192 Mill St., Rochester 14, N. Y.
Phillips Ribbon & Carbon Co., Inc., 61 Halstead St., Rochester 10, N. Y.
Phoenix Caster Co., P. O. Box 68, Hamilton, Ohio
Phonelock Co., 601 S. Vermont St., Los Angeles, Calif.
Phonomatic Office Appliance Co., 159 New Montgomery St., San Francisco 5, Calif.
Photo Materials Co., 334 N. Bell Ave., Chicago 12, Ill.
Photostat Corp., 303 State St., Rochester 4, N. Y.
Pickett & Eckel, Inc., 5 S. Wabash Ave., Chicago 3, Ill.
Pike, E. W., & Co., 490 North Ave., Elizabeth 3, N. J.
Piltzer Qualiton Products, Inc., 2401 S. Main St., Los Angeles 7, Calif.
Pine Pheasant Novelty Co., 3036 W. Montrose Ave., Chicago, Ill.
Pioneer Mfg. Co., 3053 E. 87th St., Cleveland, Ohio
Pioneer Steel Co., 311 W. Avenue 33, Los Angeles, Calif.
Pioneer-Toledo Corp., 1212 Jackson St., Toledo 2, Ohio
Pitney-Bowes, Inc., Stamford, Conn.
Pittsburgh Cut Wire Co., 1112 Galveston Ave., Pittsburgh 12, Pa.
Pittsburgh Envelope Co., 7301 Penn Ave., Pittsburgh 8, Pa.
Pittsburgh Plate Glass Co., 420 Fort Duquesne Blvd., Pittsburgh, Pa.
Pittsburgh Salesbook Co., 1207 Muriel St., Pittsburgh, Pa.
Pittsburgh Stamp Co., Inc., 817 S. Canal St., Pittsburgh, Pa.
Plastext Co., 535 E. 137th St., Bronx 54, N. Y.
Plastic Binding Corp., 732 S. Sherman St., Chicago, Ill.
Plastic Fabricators Co., 440 Sansome St., San Francisco, Calif.
Plastic Fabricators, Inc., 401 Chapel St., New Haven 11, Conn.
Plastic Products Co., 107 N. Martel St., Los Angeles, Calif.
Plastic Service Co., 1725 S. Broadway, Los Angeles 15, Calif.
Plasti-Kote, Inc., 425 Lakeside Ave., N.W., Cleveland 13, Ohio
Plastic-Ware, Inc., 238 William St., New York, N. Y.
Pleasantaire Corp., Springfield, Mass.
Plus Computing Machines, Inc., 5 Beekman St., New York 38, N. Y.
Plycraft Corp., Walterboro, S. C.
Plymouth Rubber Co., Inc., Canton, Mass.

POLAR MFG. CO., 325 N. 13th St., Philadelphia 7, Pa.
(See advertisement on page 89)

Polaroid Corp., 730 Main St., Cambridge 39, Mass.
Pollard-Alling Mfg. Co., 220 W. 19th St., New York 11, N. Y.
Polychrome Corp., 2 Ashburton Ave., Yonkers 2, N. Y.
Polycraft, Inc., 243 W. 17th St., New York 11, N. Y.
Pomeroy, I., Co., 26 Nicholson St., Newark 2, N. J.
Port Huron Sulphite & Paper Co., Port Huron, Mich.
Post Electric Co., Inc., Andover, N. J.
Post, Frederick, Co., 3650 N. Avondale Ave., Chicago 18, Ill.
Postage Stamp Machine Co., 33 W. 60th St., New York, N. Y.
Postamatic Co., 1549 Belfield Ave., Philadelphia 41, Pa.
Postindex Co., Div. Art Metal Construction Co., Jamestown, N. Y.

POSTING EQUIPMENT CORP., 777 Hertel Ave., Buffalo 7, N. Y.
(See advertisement on page 238)

Post-O-Graf Mfg. Co., 20 Garfield St., Wilkes-Barre, Pa.
Potdevin Machine Co., Teterboro, N. J.

POTOMAC PRODUCTS CORP., 54th Ave. & Berwyn Road, Berwyn, Md.
(See advertisement on page 110)

Potter Press, The, 516 South St., Waltham 54, Mass.
Practical Products, P. O. Box 808, Providence, R. I.
Precisa Calculating Machine Co., Inc., P. O. Box 1557, Salt Lake City, Utah

PRECISION MFG. CO., 829 Chicago Ave., Evanston, Ill.
(See advertisement on page 205)

Precision Staple Corp., 3 Waverly Place, New York, N. Y.
Preferred Products Co., 1723 N. 12th St., Toledo 1, Ohio
Premier Supply Co., 37-01 Queens Blvd., Long Island City, N. Y.
Pressed & Welded Steel Products Co., 38-61 11th St., Long Island City, N. Y.
Pres-To-Line Corp. of America, 2339 Cotner Ave., Los Angeles 64, Calif.
Prevue-Radsell Co., 343 S. Dearborn St., Chicago 4, Ill.
Price Bros., Inc., 4301 W. Madison St., Chicago, Ill.
Prince Gardner Co., 2025 S. Vandeventer Ave., St. Louis 10, Mo.
Princeton Upholstery Co., Inc., 790 E. 176th St., Bronx, N. Y.
Printed Cellophane Tape Co., 521 N. La Brea Ave., Los Angeles 36, Calif.
Print-O-Matic Co., Inc., Merchandise Mart, Chicago 54, Ill.
Prior Stationery Corp., 374 Broadway, New York 13, N. Y.
Processed Papers, 2015 N. Hawthorne Ave., Melrose Park, Ill.
Procter, Fred, Co., 324 E. Ninth St., Cincinnati 2, Ohio

PRONTO FILE CORP., 285 Madison Ave., New York 17, N. Y.
(See advertisement on page 138)

PROTECTALL SAFE CORP., 926 S. Salina St., Syracuse 4, N. Y.
(See advertisement on page 215)

Protex Products Sales Co., 350 Fifth Ave., New York, N. Y.
Prudon Specialty Mfg. Co., Hasbrouck Heights, N. J.
Prym, William, Inc., Dayville, Conn.
Pull-The-String Mailing Wrapper Co., 29 W. Kinzie St., Chicago, Ill.
Punch-All Co., Inc., 46 Hinckley Road, Waban 68, Mass.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.

QUALITY PARK ENVELOPE CO., 450 N. Syndicate St., St. Paul 4, Minn.
(See advertisement on page 115)

Queen Ribbon & Carbon Co., Inc., 1055 Stewart Ave., Garden City, N. Y.
Queen Systems Corp., 1055 Stewart Ave., Garden City, N. Y.
Quest Mfg. Co., 220 W. Monroe St., Chicago, Ill.
Quick Point Pencil Co., 4020 Olive St., St. Louis, Mo.
Quigley Co., Glassport, Pa.

QUIGLEY FURNITURE CO., Whitesboro, N. Y.
(See advertisement on page 50)

R

R. C. Can Co., 9430 Page Blvd., St. Louis, Mo.
Radel Leather Mfg. Co., 445 Wilson Ave., Newark, N. J.
Radio Corporation of America, Camden, N. J.
Rampe Mfg. Co., 3320 St. Clair Ave., Cleveland 14, Ohio
Rand McNally & Co., P. O. Box 7600, Chicago 80, Ill.
Ranger Products Co., P. O. Box 312, Red Bank, N. J.
Rapid Roller Co., 2558 S. Federal St., Chicago 16, Ill.
Rapid Tag & Wire Co., 6601 Kelly St., Pittsburgh, Pa.
Rapidesign, Inc., P. O. Box 592, Glendale, Calif.
Rapidprint Time Recorders, Inc., 700 Jamaica Ave., Brooklyn 8, N. Y.
Rastetter, Louis, & Sons Co., 1300 Wall St., Fort Wayne, Ind.
Rate Service Bureau, The, 1020 S.W. Washington St., Portland 5, Ore.
Rauland Corp., 4245 N. Knox St., Chicago 41, Ill.
Rauschenberger, John, Co., 423 N. Plankington Ave., Milwaukee 1, Wis.
Raymond Co., Inc., 666 N. Lake Shore Dr., Chicago 11, Ill.
Reardon Products, 2109 S. Adams St., Peoria 2, Ill.
Reb-Wal Hunt Co., Box 208, Royal Oak, Mich.
Record Files, Inc., Wooster, Ohio
Recordak Corp., 444 Madison Ave., New York 22, N. Y.

RECORDPLATE CO., 16 E. Holly St., Pasadena 1, Calif.
(See advertisement on page 40)

Red Raven Rubber Co., 152 Sussex Ave., Newark, N. J.
Rediform Division, Moore Business Forms, Inc., 2233 University Ave., St. Paul 4, Minn., and Denton, Tex.
Redigraph, Inc., 3323 Dartmouth Dr., Cincinnati 11, Ohio
Redington, J. P., & Co., Scranton 2, Pa.
Redi-Record Payroll Systems, 95 Madison Ave., New York 16, N. Y.
Redi-Record Products Co., 598 Broadway, New York 12, N. Y.
Reflector-Hardware Corp., 2245 S. Western Ave., Chicago 8, Ill.
Regal Typewriter Co., Inc., 200 Hudson Ave., New York 13, N. Y.
Regal & Wade Mfg., Inc., 58-16 57th Road, Maspeth, N. Y.
Regalia Mfg. Co., 4th Ave. & 21st St., Rock Island, Ill.
Regina Metal Products Corp., New Rochelle, N. Y.

REGNA CASH REGISTERS, INC., 175 Fifth Ave., New York 10, N. Y.
(See advertisement on page 60)

Reif, A., & Co., 1540 N. Franklin St., Philadelphia 22, Pa.
Reliable Stationers Specialties Co., 236 W. 26th St., New York, N. Y.
Reliable Textile Co., 216 W. Adams St., Chicago, Ill.
Reliable Typewriter & Adding Machine Co., 303 W. Monroe St., Chicago 6, Ill.
Reliance Pencil Corp., 22 S. Sixth Ave., Mount Vernon, N. Y.
Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y.
Remle Corp., 138 E. Becher St., Milwaukee 7, Wis.
Repeat-O-Type Stencil Mfg. Co., 195 Chrystie St., New York 2, N. Y.
Repke, A. C., & Co., 2129 Grand River Ave., Detroit 1, Mich.
Replica Products Corp., 154 Nassau St., New York 38, N. Y.
Replogle Globes, Inc., 325 N. Hoyne Ave., Chicago 12, Ill.
Republic Seating Co., 1650 Broadway, New York, N. Y.

REST-A-PHONE CO., P. O. Box 8788, Portland 7, Ore.
(See advertisement on page 171)

Rest-A-While Couch Co., Locked Box 89, Ellenville, N.Y.
Reuben Co., 555 W. Jackson Blvd., Chicago 6, Ill.
Rex-O-Graph, Inc., 7836 W. Hicks St., Milwaukee 14, Wis.
Rex-Rotary Distributing Corp., 19 W. 31st St., New York 1, N. Y.
Reyam Plastic Products Co., 2614 W. North Ave., Chicago, Ill.
Reyburn Mfg. Co., Inc., 16th St. and Indiana Ave., Philadelphia 32, Pa.
Reynolds Electric Co., 3000 River Rd., River Grove, Ill.
Reynolds & Reynolds Co., 800 Germantown St., Dayton 7, Ohio
Rhode Island Cardboard Co., Pawtucket, R. I.
Rhodes, James H., & Co., 157 W. Hubbard St., Chicago, Ill.
Ribbon & Ticker Paper Co., Paterson, N. J.
Richards, S. P., Paper Co., 326 Nelson St., SW., Atlanta, Ga.

RISHEL, J. K., FURNITURE CO., 1201 W. Third St., Williamsport, Pa.
(See advertisement on page 104)

Ritchie, W. C., & Co., 8801 Baltimore Ave., Chicago 17, Ill.
Ritchie, W. H., Co., 2555 N. Sydenham St., Philadelphia 32, Pa.
Rite-Craft Co., 520 Belden Ave., Chicago 14, Ill.
Riteform Chair Co., Inc., 2300 Ellis Ave., St. Paul, Minn.

RITE-LINE CORP., 1025 15th St., N. W., Washington 5, D. C.
(See advertisement on page 81)

Rite-O, Inc., Martinsburg, W. Va.
Ritepoint Co., 9400 Watson Road, St. Louis, Mo.
Rittenhouse Paper Co., 6405 S. Wentworth Ave., Chicago 21, Ill.
Rivet-O Mfg. Co., Orange, Mass.
Roaring Spring Blank Book Co., Roaring Spring, Pa.
Robbins & Myers, Inc., 1345 Lagonda Ave., Springfield, Ohio
Robert Mfg. Co., 1001 E. 23rd St., Hialeah, Fla.
Roberts, Cushman & Co., 10 Washington Place, New York 3, N. Y.
Roberts Numbering Machine Co., 700 Jamaica Ave., Brooklyn 8, N. Y.

ROBERTS, WELDON, RUBBER CO., 351 Sixth Ave., Newark 7, N. J.
(See advertisement on page 116)

Robertson, Theo. B., Products Co., Inc., 700 W. Division St., Chicago 10, Ill.
Robinson International Corp., 580 Fifth Ave., New York 19, N. Y.
Robinson Reminders, Westfield, Mass.
Robinson Tag & Label Co., 460 W. 34th St., New York 1, N. Y.
Robotyper Corp., 125 Allen St., E., Hendersonville, N. C.
Rochester Ribbon & Carbon Co., Inc., 20 Greenleaf St., Rochester 9, N. Y.
Rochester Wire-O Binding, Inc., 49 Andrews St., Rochester 14, N. Y.
Rock-et Tool Co., c/o Novard & Co., 405 Temple St., New Haven, Conn.
Rockford Crescent Mfg. Co., 1104 10th St., Rockford, Ill.
Rockford Show Case & Fixture Co., 1034 Elm St., Rockford, Ill.
Rockway Products Co., 8219 Almira Ave., Cleveland 2, Ohio

ROCKWELL-BARNES CO., 35 E. Wacker Dr., Chicago 1, Ill.
(See advertisement on page 195)

Rockwell Register Corp., Bellefontaine, Ohio
Rodefer Glass Co., Bellaire, Ohio
Roderick, Marcy F., Co., 3312 Lancaster Ave., Philadelphia 4, Pa.
Rogers Corp., Manchester, Conn.
Rogers Imports, Inc., 419 Fourth Ave., New York 16, N. Y.
Rogers Loose Leaf Co., 609 W. Lake St., Chicago, Ill.
Rogers, W. T., Co., P. O. Box 2095, Madison, Wis.
Roll-a-Matic Label Co., Inc., 556 Mulberry St., Macon, Ga.
Rol-Dex Div., Watson Mfg. Co., Jamestown, N. Y.
Ronnie Products, Inc., 201 W. Elm St., Scranton 5, Pa.
Ronson Art Metal Works, Inc., 1 Aronson Square, Newark, N. J.
Roosen, H. D., Co., Inc., 41 E. 42nd St., New York 17, N. Y.
Roovers Bros., Inc., 150 Nassau St., New York, N. Y.
Rose Ribbon & Carbon Mfg. Co., Inc., Harrison, N. J.
Rosen, S., Mfg. Co., 616 Plant St., Utica 4, N. Y.
Rosenthal Co., 45 E. 17th St., New York 3, N. Y.
Ross-Gould Co., 309 N. Tenth St., St. Louis 1, Mo.
Ross-Martin Co., 423 E. Fourth St., Tulsa 1, Okla.
Rotary Pen Co., 149 Cator Ave., Jersey City, N. J.
Rotary Printing Co., The, Norwalk, Ohio
Roto-Table Co., 79 S. Oak St., Ventura, Calif.

ROWLES, E. W. A., CO., Arlington Heights, Ill.
(See advertisement on page 168)

Rowley's Office Equipment Co., 227 Main St., La Crosse, Wis.
Royal Cushion Co., Inc., 71 Field St., Brockton, Mass.
Royal Imprints, Inc., Lewisburg, Pa
Royal Index Tab Co., 62 Cooper Square, New York 3, N. Y.
Royal Metal Mfg. Co., 175 N. Michigan Ave., Chicago 1, Ill.
Royal Register Co., Nashua, N. H.
Royal Typewriter Co., Inc., 2 Park Ave., New York 16, N. Y.

RUBIN'S CORP., 180 Mott St., New York 12, N. Y.
(See advertisement on page 42)

Rumpp, C. F., & Sons, Fifth & Cherry Sts., Philadelphia, Pa.
Russakov Can Co., 850 N. Ogden Ave., Chicago, Ill.
Russell, F. L., Corp., Saugerties, N. Y.
Russell Pencil Co., 1219 Gardena Blvd., Gardena, Calif.
Rust Craft Publishers, Inc., 1000 Washington St., Boston, Mass.
Ruwe Pencil Co., 321 W. Putman Ave., Greenwich, Conn.
Ruxton Products, Inc., 6315 Warrick Ave., Cincinnati, Ohio
Rway Div., Reiss Mfg. Corp., 107 Fourth Ave., New York 3, N. Y.
Rytex Co., 432 N. Capitol Ave., Indianapolis, Ind.

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S-K Forms Co., 1619 Walnut St., Philadelphia 6, Pa.
S. & S. Distributing Co., 43 E. 59th St., New York 22, N. Y.
S. S. Artist Materials, Inc., 712 N. State St., Chicago 10, Ill.

SAFEGUARD CORP., Lansdale, Pa.
(See advertisement on page 77)

Safe-T-Point Co., 2275 Third Ave., New York, N. Y.
Safex Co., Inc., 225 Fifth Ave., New York 10, N. Y.
Safford Stamp Works, Inc., 205 W. Madison St., Chicago 6, Ill.

SAINBERG & CO., INC., 37 W. 26th St., New York 10, N. Y.
(See advertisement on page 87)

St. Louis Button Co., 415 Lucas Ave., St. Louis 2, Mo.
St. Louis Crayon & Handle Co., 304 S. Eighth St., St. Louis 2, Mo.
St. Louis Hardware Mfg. Co., 1519 N. 18th St., St. Louis, Mo.
St. Louis Sticker Co., 1906 Pine St., St. Louis 3, Mo.
Sales Record Publishing Co., 11 Park Place, New York, N. Y.
Salisbury Mfg. Co., P.O. Box 1523, Providence, R. I.
Salomon, A. L., & Co., 257 Fourth Ave., New York, N. Y.
Salsbury Corp., 1161 E. Florence St., Los Angeles 1, Calif.
Samas Punched Card Div., Underwood Corp., One Park Ave., New York 16, N. Y.
Samson United Corp., 1700 University Ave., Rochester 10, N. Y.
Sanders Mfg. Co., Sanders Block, Nashville, Tenn.
Sanford Ink Co., 2740 Washington Blvd., Bellwood, Ill.
Sapphire Products, 20 W. 22nd St., New York, N. Y.
Sarasam Corp., 201-207 Front Ave., N.W., Grand Rapids 2, Mich.
Sargent & Co., Bernard Bldg., New Haven, Conn.
Sarvis Mfg. Co., Lansing, Mich.
Sattley Co., 657 Mt. Elliott Ave., Detroit 7, Mich.
Savasort Co., P.O. Box 2428, West Palm Beach, Fla.
Saxon Paper Corp., 240 W. 18th St., New York 11, N. Y.
Scerbo, Frank, & Sons, Inc., 536 Pearl St., New York 7, N. Y.
Schacht Rubber Mfg. Co., Huntington, Ind.
Schatz Mfg. Co., West Poughkeepsie, N. Y.
Schedule-A-Date Calendar Co., 310 E. State St., Ithaca, N. Y.
Schell Leather Goods Co., Inc., 2965 Central Parkway, Cincinnati, Ohio
Schermack Products Corp., 1164 W. Baltimore Ave., Detroit 2, Mich.
Schlegel Mfg. Co., 277 N. Goodman St., Rochester 7, N. Y.
Schlosser Mfg. Co., 207 W. 25th St., New York, N. Y.
Schroeder & Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Mo.
Schwaab Stamp & Seal Co., 547 N. Water St., Milwaukee, Wis.

SCHWAB SAFE CO., Lafayette, Ind.
(See advertisement on page 212)

Schwartz Chemical Co., 326 W. 70th St., New York 23, N. Y.
Scott, Foresman & Co., 433 E. Erie St., Chicago 11, Ill.
Scott, L. E., Co., Inc., Warren, R. I.
Scott Paper Co., Chester, Pa.
Scott Publications, Inc., 580 Fifth Ave., New York, N. Y.
Scott-Rice Co., 610 S. Main St., Tulsa 3, Okla.
Scribe Corp., 2835 N. Kedzie Ave., Chicago 18, Ill.
Scriptex Products Co., Inc., 513 S. Second St., Philadelphia, Pa.
Scripto, Inc., P.O. Box 4847, Atlanta 2, Ga.
Scriptomatic, Inc., 300 N. 11th St., Philadelphia 7, Pa.

Seaburg Mfg. Co., 250 Crescent St., Jamestown, N. Y.
Seal, Inc., Shelton, Conn.
Seal-O-Matic Machine Mfg. Co., Inc., South Hackensack, N. J.
Seating, Inc., 6045 Pillsbury Ave., Minneapolis, Minn.
Seatmaster Co., 2635 S. Wabash Ave., Chicago, Ill.
Sect-O-Desk Sales Corp., 350 Morgan Ave., Brooklyn 6, N. Y.
Security Certifier Co., 5 Beekman St., New York 7, N. Y.
Security Seal Co., 146 W. 27th St., New York, N. Y.

SECURITY STEEL EQUIPMENT CORP., Avenel, N. J.
(See advertisement on page 95)

Sefer Publishing & Bookkeeping Co., Inc., 176 Park Row, New York, N. Y.
Sefton Fibre Can Co., 3275 Big Bend Blvd., St. Louis 17, Mo.
Sekine, I., Co., Inc., 232 Madison Ave., New York 16, N. Y.
Select-A-Line Co., 6523 Euclid Ave., Cleveland 3, Ohio
Selectofile Co., 2814 Canton St., Dallas, Texas
Self Winding Clock Co., Inc., 205 Willoughby Ave., Brooklyn 5, N. Y.
Sell Corp., 500 S. Clinton St., Chicago 6, Ill.
Semon Bache & Co., (See Bache, Semon & Co.)
Seneca Novelty Co., Inc., 201 Fall St., Seneca Falls 10, N. Y.
Seng Company, 1450 N. Dayton St., Chicago 22, Ill.

SENGBUSCH SELF-CLOSING INKSTAND CO., 2222 W. Clybourn St., Milwaukee 3, Wis.
(See advertisement on page 90)

Serolite Corp., 11 White St., New York 13, N. Y.
Servel, Inc., Chiller St., Evansville 20, Ind.

SERVICE PRODUCTS DIV., Woodall Industries, Inc., 3500 Oakton St., Skokie, Ill.
(See advertisement on page 188)

Service Steel Products Corp., 914 W. North Ave., Chicago 22, Ill.
Sessions Clock Co., Forestville, Conn.
Seth Thomas Clocks, Thomaston, Conn.
Seymour Conover Co., 320 Broadway, New York 7, N. Y.
Seymour Products Co., Seymour, Conn.

SHALLCROSS CO., 48th St. & Grays Ferry Ave., Philadelphia 43, Pa.
(See advertisement on page 110)

Shank Leather Goods Co., 230 Fifth Ave., New York 1, N. Y.
Shaw-Walker Co., Muskegon 81, Mich.
Sheaffer, W. A., Pen Co., Fort Madison, Iowa
Shedd-Brown Mfg. Co., 2520 Park Ave., Minneapolis, Minn.
Shelby Salesbook Co., Shelby, Ohio
Shelbyville Desk Co., Shelbyville, Ind.
Sheldon, E. H., Equipment Co., Muskegon, Mich.
Shellmar Products Corp., Mount Vernon, Ohio
Shelton Tack Co., Shelton, Conn.
Shepard Engineering Co., 912 N. Market St., St. Louis 6, Mo.
Sheppard, C. E., Co., 44-07 21st St., Long Island City 1, N. Y.
Sheppard Envelope Co., 1 Envelope Terrace, Worcester 4, Mass.
Sherick, Harry C., 210 E. Fourth St., Cincinnati, Ohio
Sheridan & Nichol, Inc., 161 Grand St., New York 12, N. Y.

SHERMAN-MANSON DIV., MISSISSIPPI ALUMINUM CORP., St. Marys, Ohio
(See advertisement on page 222)

Sherman-Reynolds, Inc., 415 N. Aberdeen St., Chicago 22, Ill.
Sherness Co., 3700 Nicollet Ave., Minneapolis 8, Minn.
Sherwin-Williams Co., 101 Prospect Ave., N.W., Cleveland, Ohio
Shipman-Ward Mfg. Co., 325 N. Wells St., Chicago 10, Ill.
Shredmaster Corp., Grand & Willoughby Aves., Brooklyn 5, N. Y.
Shuman, Frank G., Co., 600 W. Jackson Blvd., Chicago 6, Ill.
Shwayder Bros., Inc., 1050 S. Broadway, Denver, Colo.
Sibley, Edward L., Mfg. Co., Inc., Bennington, Vt.
Sight Light Corp., 22 W. Putman Ave., Greenwich, Conn.
Signal Electric Mfg. Co., Menominee, Mich.
Signature Co., 25 S. William St., New York, N. Y.
Sikes Co., Inc., 20 Churchill St., Buffalo 7, N. Y.
Silvestri Art Mfg. Co., 1147 W. Ohio St., Chicago 22, Ill.
Silvray Lighting, Inc., 1270 Sixth Ave., New York, N. Y.
Simon Products Co., 900 W. Van Buren St., Chicago 7, Ill.
Simon & Schuster, 630 Fifth Ave., New York, N. Y.
Simonsville Mfg. Co., Waterbury, Conn.
Simpla Research and Mfg. Co., Inc., 427 4th Ave., New York 16, N. Y.
Simplex Gold Stamping Press Co., 55 W. 42nd St., New York 18, N. Y.
Simplex Metal Products, Inc., 341 W. 38th St., New York 18, N. Y.
Simplex Time Recorder Co., Gardner, Mass.
Simpson, Mark, Mfg. Co., Inc., 32-28 49th St., Long Island City 3, N. Y.
Sinclair & Valentine Co., 611 W. 129th St., New York 27, N. Y.
Sjostrom, John E., Co., 1715 N. Tenth St., Philadelphia 22, Pa.
Skinner & Kennedy Co., 416 N. Fourth St., St. Louis 2, Mo.
Slencil Co., Orange, Mass.
Sloane-Blabon Corp., 295 Fifth Ave., New York, N. Y.
Sloane, W. & J., 575 Fifth Ave., New York, N. Y.

SMEAD MFG. CO., INC., 309-311 Second St., Hastings, Minn.
(See advertisements on pages 151, 152)

Smiley & Co., 234 S. Franklin St., Chicago, Ill.
Smith, Alexander, & Sons Carpet Co., Yonkers, N. Y.
Smith, Charles C., Inc., Exeter, Nebr.
Smith, H. E., Co., 135 S. 15th St., Newark 7, N. J.
Smith, Hurley, 221 N. Sycamore St., Lansing 15, Mich.
Smith Mfg. Co., 525 S. Dearborn St., Chicago 5, Ill.

SMITH METAL ARTS CO., INC., 1721 Elmwood Ave., Buffalo 7, N. Y.
(See advertisement on page 89)

Smith, R. H., Mfg. Co., 34 Front St., Indian Orchard, Mass.
Smith, S. K., Co., 2857 N. Western Ave., Chicago 18, Ill.
Smith System Heating Co., 212 S.E. Ontario St., Minneapolis, Minn.
Smith, W. Ray, Co., P.O. Box 106, Cedar Falls, Iowa
Smith, Wm. M., Co., 20 Ferguson Ave., Broomall, Pa.
Smith-Corona Inc., 701 E. Washington St., Syracuse 1, N. Y.
Smokador Mfg. Co., Inc., 52 Nelson St., Bloomfield, N. J.

SMO-KING PRODUCTS, INC., 111 Pioneer St., Brooklyn 31, N. Y.
(See advertisement on page 27)

Snapout Forms Co., 10525 Carnegie Ave., Cleveland 6, Ohio
Sneath Glass Co., Hartford City, Ind.
Snelling & Son, 225 34th St., Brooklyn 32, N. Y.
Soabar Co., 5813 Erdrick St., Philadelphia 24, Pa.
Solar-Sturges Mfg. Co., 25th Ave. and N.W.R.R., Bellwood, Ill.
Solo Cup Co., 28 E. Jackson Blvd., Chicago 4, Ill.
Sondon Systems Corp., P.O. Box No. 312, Red Bank, N. J.
Sortergraf Co., 4044 W. Jefferson Ave., Detroit, Mich.
SoundScriber Corp., 146 Munson St., New Haven 4, Conn.
Southern Desk Co., Hickory, N. C.
Southern Folder & Index Co., Inc., El Dorado, Ark.
Southern Friction Materials Co., Specialty Mfg. Division, Charlotte 1, N. C.
Southern Paper Products Co., 2014 1st Ave., N., Birmingham, Ala.
Southern Pen Co., 16 N. Union St., Petersburg, Va.
Southern Skein & Foundry Co., 2915 Eighth Ave., Chattanooga 7, Tenn.
Southern Straw Mfg. Co., 215 Spring St., S.W. Atlanta, Ga.
Southworth Co., West Springfield, Mass.
Southworth Machine Co., Portland, Me.
Souvenir Lead Pencil Co., 202 F. Ave., N.W., Cedar Rapids, Iowa
Spaide, Al, 1011 Chestnut St., Philadelphia 7, Penna.
Sparky Specialties, Inc., 485 N. Milwaukee Ave., Chicago 10, Ill.
Sparkle-Type, Capitol Station, Albany, N. Y.
Spartan Electric Co., 255 N. Union St., Rochester, N. Y.
Spaulding Fibre Co., Inc., 310 Wheeler St., Tonawanda, N. Y.
Specialty Ink Co., Inc., 46 New Chambers St., New York 38, N. Y.
Speed Key Corp., 245 Ralph Ave., Brooklyn 33, N. Y.

SPEED PRODUCTS CO., INC., 32-01 Queens Blvd., Long Island City 1, N. Y.
(See advertisement on page 224)

Speed-O-Matic Co., 7771 Santa Monica Blvd., Los Angeles 46, Calif.
Speed-O-Print Corp., 1801 W. Larchmont Ave., Chicago 13, Ill.
Speedo-Sort Co., 4016 N. Harding Ave., Chicago 18, Ill.
Speedry Products, Inc., 91-31 121st St., Richmond Hill 18, N. Y.
Speedway Mfg. Co., 1834 S. Laramie Ave., Cicero, Ill.
Speidel, Chas. W., & Co., 114 N. 12th St., Fernwood, Pa.
Spence Furniture Co., Spring Garden at Oakland Ave., Greensboro, N. C.
Spencer Rubber Products Co., Manchester, Conn.
Spencer, S. M., Mfg. Co., 3 Cornhill St., Boston 8, Mass.
Spencerian Penn Co., 434 Broadway, New York 13, N.Y.
Sperry, John H., Co., Inc., 85a Purchase St., Boston, Mass.
Spies, John N., Mfg. Co., 146 Main St., Watertown, N. Y.
Spiral Binding Co., Inc., 406 W. 31st St., New York, N. Y.
Spiritform Co., 612 W. Lake St., Chicago, Ill.
Sponge Rubber Products Co., Shelton, Conn.

SPRINGER INDUSTRIES, INC., 48-01 28th Ave., Long Island City 2, N. Y.
(See advertisement on page 31)

Springfield Leather Products Co., 240 N. Fountain Ave., Springfield, Ohio
Springfield Manifold Co., 221 S. Fourth St., Springfield, Ill.
Spurgin Mfg. Co., 7011 S. Vincennes Ave., Chicago, Ill.
Squires, Fred Albert, 200 Fifth Ave., New York 10, N. Y.
Squires Inkwell Co., P. O. Box 7816, Pittsburgh, Pa.

STACOR EQUIPMENT CO., 768 E. New York Ave., Brooklyn 3, N. Y.
(See advertisement on page 109)

STAEDTLER, J. S., INC., 55 Worth St., New York 13, N. Y.
(See advertisement on page 199)

Stafford Mfg. Co., Inc., 145 58th St., Brooklyn 20, N. Y.
Stafford, S. S., Inc., 609 Washington St., New York 14, N. Y.
Stakmore Co., Inc., Owego, N. Y.
Standard Brief Case Co., Inc., 71 Fifth Ave., New York, N. Y.
Standard Business Machines Mfg. Co., 1948 Third Ave., Huntington, W. Va.
Standard Crayon Mfg. Co., Danvers, Mass.

STANDARD DIARY CO., 122 E. 23rd St., New York 10, N. Y.
(See advertisements on pages 32, 33)

Standard Duplicating Machines Corp., 1935 Revere Beach Parkway, Everett 49, Mass.
Standard Electric Time Co., 85 Logan St., Springfield, Mass.
Standard Envelope Mfg. Co., 1600 E. 30th St., Cleveland, Ohio
Standard Furniture Co., Herkimer, N. Y.
Standard Index Card Co., 707 Arch St., Philadelphia, Pa.
Standard Industrial Products Co., 1710 Main St., Peoria, Ill.
Standard-Johnson Co., 371 Pacific St., Brooklyn, N. Y.
Standard Leather Products, Inc., 2341 Wabansia Ave., Chicago 47, Ill.
Standard Manifold Co., 333 W. Lake St., Chicago 6, Ill.
Standard Mfg. Co., Cambridge City, Ind.
Standard Paper Mfg. Co., Hull and Cooke Sts., Richmond, Va.
Standard Pressed Steel Co., Jenkintown, Pa.
Standard Record Co., 50-18 Vernon Blvd., Long Island City 1, N. Y.
Standard Register Co., 626 Albany St., Dayton, Ohio
Standard-Toch Chemicals, Inc., 2600 S. Federal St., Chicago, Ill.
Stanley Greetings, Inc., 605 S. Patterson St., Dayton, Ohio
Stanley Mfg. Co., 2310 N. Main St., Fort Worth 6, Tex.
Stansteel Corp., 117-20 14th Rd., College Point, L. I., N. Y.
Staplex Co., 777 Fifth Ave., Brooklyn 32, N. Y.
Star Chemical Co., Inc., 4500 W. Cermak Road, Chicago 23, Ill.
Star Loose Leaf Co., Inc., 165 Duane St., New York 13, N. Y.
Star Office Accessories Co., 555 E. Tremont Ave., Bronx 57, N. Y.
Star Pin Co., Shelton, Conn.

STARK CALENDARS, INC., 100 Bissell St., Joliet, Ill.
(See advertisement on page 55)

Starkey Chemical Process Co., 9600 W. Ogden Ave., La Grange, Ill.
Starr Pen Co., 900 N. Franklin St., Chicago, Ill.
Starrett, L. S., Co., Athol, Mass.
Stationers Guild of America, 1421 Chestnut St., Philadelphia 2, Pa.
Stationers Loose Leaf Co., 524 N. Broadway, Milwaukee 1, Wis.

STATIONERS MFG. CO., 1414 W. Tucker St., Fort Worth, Tex.
(See advertisement on page 164)

Stationers Specialty Corp., 19 W. 21st St., New York 10, N. Y.
Sta-Tray Co., 45 Church St., Paterson, N. J.
Stauder Engraving Co., 4130 W. Belmont Ave., Chicago 41, Ill.
StaZon Co., 1006½ North Blvd., Oak Park, Ill.
Steel Fixture Mfg. Co., The, Topeka, Kans.
Steel Furniture Mfg. Co., Bonita Ave., Baldwin Park, Calif.

STEEL PARTS MFG. CO., 4630 W. Harrison St., Chicago 44, Ill.
(See advertisement on page 130)

Steel Service Mfg. Co., Steubenville, Ohio
Steelware Mfg. Corp., 12530 Yukon Ave., Hawthorne, Calif.
Stefaniak, T. C., 2018 Berkshire, South Pasadena, Calif.
Stein Bros. Mfg. Co., 1401 W. Jackson Blvd., Chicago 7, Ill.

Stellar Tool & Mfg. Co., Inc., 93-34 170th St., Jamaica, L. I., N. Y.
Stello Products Co., 704 S. Main St., Hutchinson, Kansas

STEMPEL MFG. CO., 2830 Roberts St., Dallas 16, Tex.
(See advertisement on page 238)

Sten-C-Labl, Inc., 287 Snelling Ave., N., St. Paul 4, Minn.
Stenhouse, A., & Co., 6910 S. Carpenter St., Chicago 21, Ill.
Stenno Ribbon & Carbon Mfg. Co., 3207 S. W. First Ave., Portland, Ore.
Stenographic Machines, Inc., 318 S. Michigan Ave., Chicago, Ill.
Stenotype Co., 417 S. Dearborn St., Chicago, Ill.
Stenotype Supplies Co., 220 E. Ohio St., Indianapolis 6, Ind.
Sterling Plastics Co., Union, N. J.
Stewart, G. S., Co., Norwalk, Ohio

STEWART, R. A., & CO., INC., 80 Duane St., New York 7, N. Y.
(See advertisements on pages 208, 209)

Stile-Craft Manufacturers, 1825 Macklind Ave., St. Louis, Mo.
Stimpson, Edwin B., Co., 70 Franklin Ave., Brooklyn, N. Y.
Store-Kraft Mfg. Co., Beatrice, Nebr.
Storms, H. M., Co., 561 Grand Ave., Brooklyn 16, N. Y.
Stow & Davis Furniture Co., 80 Front Ave., S.W., Grand Rapids 2, Mich.
Stratford Pen Corp., 44 W. 28th St., New York 1, N. Y.
Strathmore Paper Co., West Springfie'd, Mass.
Strayer Coin Bag Co., New Brighton, Pa.
Streit, C. F., Mfg. Co., 1104 Kenner St., Cincinnati, Ohio
Strickler, Carl E., & Co., Highland Park, Ill.
Stromberg Time Corp., 109 Lafayette St., New York 13, N. Y.
Stuart Greetings, Inc., 325 W. Randolph St., Chicago, Ill.
Sturges Mfg. Co., Sunset & R. R. Ave., Utica, N. Y.

STURGIS POSTURE CHAIR CO., 154 E. Erie St., Chicago 11, Ill.
(See advertisement on page 73)

Style-Crafters, Inc., P. O. Box 3312, Sta. A., Greenville, S. C.
Stylograph Corp., 205 W. Main St., Rochester 4, N. Y.
Sufrin, I. & M., 1207 Muriel St., Pittsburgh 3, Pa.
Sun Glo Studios, 225 Fifth Ave., New York 10, N. Y.
Sun Rubber Co., Barberton, Ohio
Sunroc Co., Glen Riddle, Pa.
Sunset-McKee Co., 2101 Livingston Ave., Oakland, Calif.
Super Vision, Inc., 735 Carnegie Ave., Cleveland 15, Ohio
Superior Business Machines, Inc., 122 E. 42nd St., New York 17, N. Y.
Superior Household Mfg. Co., 350 W. Ontario St., Chicago 10, Ill.
Superior Marking Equipment Co., 1800 W. Larchmont Ave., Chicago 13, Ill.
Superior Plastics, Inc., 426 N. Oakley Blvd., Chicago 12, Ill.
Supersine Co. of America, 200 Murray St., Ft. Wayne 5, Ind.
Supra Pencil Co., 149 Broadway, New York 6, N. Y.
Supreme Leather Goods Co., 560 W. Lake St., Chicago 6, Ill.
Supreme Power Cleaner Mfg. Co., 132 N. Market St., Wichita 2, Kans.
Supreme Steel Products, Inc., 52-55 74th St., Maspeth, L. I., N. Y.
Sutton, O. A., Corp., 1812 W. Second St., Wichita, Kans.
Svoboda Church Furniture Co., Inc., Kewaunee, Wis.
Swan Pencil Co., Inc., 221 Fourth Ave., New York 3, N. Y.
Swanson Machine Corp., Jamestown, N. Y.
Swedish Venetian Blind Co., North Bergen, N. J.
Sweeney, Joseph Lee, 372 4th Ave., New York, N. Y.
Swift & Anderson, Inc., 952 Dorchester Ave., Boston 25, Mass.
Swift Business Machines Corp., Great Barrington, Mass.
Swivelier Co., Inc., 43 34th St., Brooklyn 32, N. Y.
Sylvania Electric Products, Inc., 1740 Broadway, New York, N. Y.
Systems, Inc., 4856 N. Hoyne Ave., Chicago 25, Ill.

T

Tab Products Co., 57 Post St., San Francisco 4, Calif.
Tablet & Ticket Co., 1021 W. Adams St., Chicago 7, Ill.
Tab-Tex Corp., 3913 Second Ave., Brooklyn, N. Y.
Talk-A-Phone Co., 1512 S. Pulaski Road, Chicago 23, Ill.
Takapart Products Co., Babylon Turnpike, Freeport, L. I., N. Y.
Tallman, Robbins & Co., 314 W. Superior St., Chicago 10, Ill.
Tammi Safe & Vault Co., 216 E. Lincoln Ave., Milwaukee 7, Wis.
Tape, Inc., 1706 S. Broadway, Green Bay, Wis.
Tape Mark Co., 434 Pleasant Ave., St. Paul 2, Minn.
Tapex Corp., 217 Astor St., Newark 5, N. J.
Target Products Corp., 59 E. Alpine St., Newark 5, N. J.
Tauber Plastics, Inc., 200 Hudson St., New York 13, N. Y.

TAUBMAN, SAMUEL, INC., 1 W. 34th St., New York 1, N. Y.
(See advertisement on page 162)

Tauck, Arthur C., & Co., 402 Thornden St., South Orange, N. J.
Tavella Sales Co., P. O. Box 150, Cliffside Park, N. J.
Tax Digest, 15 E. 26th St., New York, N. Y.
Taxteller, Inc., 2708-10 N. Grand St., St. Louis 6, Mo.
Taylor Chair Co., Bedford, Ohio
Taylor Instrument Co., 95 Ames St., Rochester, N. Y.
Taylor, R. A., Corp., 1917 Vine St., Cincinnati 10, Ohio
Taylor-Stiles & Co., 1 Bridge St., Riegelsville, N. J.
Technical Tape Corp., 177th St. & Harlem River, New York 53, N. Y.
Technygraph Co., 147 Waukegan Rd., Techny, Ill.
TelaTotal Sales Co., Hanna Building, Cleveland 15, Ohio
TelAutograph Corp., 16 W. 61st St., New York 23, N. Y.
Tele-Chek, Inc., 37 W. 23rd St., New York 10, N. Y.
Telechron Dept., General Electric Co., Ashland, Mass.
Tele-Cide Chemical Corp., 1060 Myrtle Ave., Brooklyn 6, N. Y.
Telescope Folding Furniture Co., Inc., Granville, N. Y.
Tele-Tray Corp., 2372 W. 7th St., Cleveland 13, Ohio
Teletype Corp., 1400 Wrightwood Ave., Chicago 14, Ill.
Tell City Chair Co., Tell City, Ind.
Tell City Desk Co., Tell City, Ind.
Temprite Products Corp., East Maple Rd., Birmingham, Mich.
Tenacity Mfg. Co., Cooper & Hosea Sts., Lockland, Cincinnati 15, Ohio
Tengwall Co., 1308 N. Halsted St., Chicago, Ill.
Tenner-Anderson Co., 7 W. Madison St., Chicago 3, Ill.
Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo.
Tested Products Co., 2082 E. 4th St., Cleveland 15, Ohio
Testworth Laboratories, Inc., 407 S. Dearborn St., Chicago 5, Ill.
Textile Products Co., 3341 N. Halsted St., Chicago 13, Ill.
Textileather Corp., 607 Madison St., Toledo, Ohio
Thilmany Pulp & Paper Co., Kaukauna, Wis.
Thomas Furniture Co., High Point, N. C.
Thomas Mfg. Co., 4903 W. Chicago Ave., Chicago 51, Ill.
Thomas Mechanical Collator Corp., 30 Church St., New York 7, N. Y.
Thomases & Co., 304 Ninth St., Jersey City 2, N. J.
Thompson Tool & Mfg. Co., 2646 W. North Ave., Chicago 47, Ill.
Thonet Industries, Inc., 1 Park Ave., New York 16, N. Y.
Thorp & Martin Co., 66 Franklin St., Boston, Mass.
Tiffany Stand Co., 7350 Forsyth St., St. Louis 5, Mo.
Timberlake, J. B., & Sons, Jackson, Mich.
Time, Date and Number, Inc., 298 Broadway, New York 7, N. Y.
Time Saving Specialties, 2816 Dupont Ave., S., Minneapolis 2, Minn.
Time-It Corp., Stony Brook, N. Y.
Times Facsimile Corp., 540 W. 58th St., New York, N. Y.
Tip Top Mfg. Co., 818 Park St., Syracuse, N. Y.
Todd Co., Inc., 1150 University Ave., Rochester 7, N. Y.
Toledo Guild Products, Inc., 1001 Monroe St., Toledo, Ohio
Toledo Metal Furniture Co., 1100 Hastings St., Toledo 7, Ohio
Toledo Scale Co., 1009 Telegraph Rd., Toledo 12, Ohio
Toledo Woodworks Co., 1908 Canton St., Toledo 2, Ohio
Top Flight Products Co., Inc., 6224 S. Oakley Ave., Chicago 36, Ill.
Topflight Tape Co., 160 E. 9th Ave., York, Pa.
"Tops" Business Forms, 107 N. Wacker Dr., Chicago 6, Ill.
Transkrit Corp., 704 Broadway, New York 3, N. Y.
Transparent Specialties Corp., 3828 E. 91st St., Cleveland, Ohio
Transo Envelope Co., 3542 N. Kimball Ave., Chicago, Ill.
Tri-Boro Enterprises, Inc., 102-15 44th Ave., Corona, N. Y.
Trig-A-Tape Corp., 117-02 New York Blvd., Jamaica 5, N. Y.
Triner Scale & Mfg. Co., 2714 W. 21st St., Chicago 8, Ill.
Triometric, Inc., 711 Penn Ave., Pittsburgh, Pa.
Tri-Par Mfg. Co., Inc., 1712 N. Kilbourn Ave., Chicago, Ill.
Troy Sunshade Co., Troy, Ohio
Tru-Rite, Inc., 116 Broad St., New York 4, N. Y.
Trussell Mfg. Co., Inc., 192 Cottage St., Poughkeepsie, N. Y.
Tubbs Cordage Co., 200 Bush St., San Francisco, Calif.
Tubecrafters Sales Division, 911 Walnut St., Philadelphia 7, Pa.
Tubular Specialty Mfg. Co., 1928 Stanley Ave., Detroit 8, Mich.
Tucker-Dorsey Mfg. Corp., 2200 Fletcher Ave., Indianapolis, Ind.
Turner Devices, Inc., 2500 Baldwin Ave., St. Louis 6, Mo.

TWEETEN FIBRE CO., 2029 W. Fulton St., Chicago 12, Ill.
(See advertisement on page 200)

Twentieth Century Co., 542 S. Dearborn St., Chicago 5, Ill.
Tyer Rubber Co., Andover, Mass.
Typewriter Accessories Co., 157 Livingston St., Brooklyn 2, N. Y.
Typewriter Equipment Co., Inc., 409 Lafayette St., New York 3, N. Y.

U

Uarco Incorporated, 5000 S. California Ave., Chicago 32, Ill.
U-File-M Binder Mfg. Co., Inc., 200 Gifford St., Syracuse, N. Y.
Ullrich, J., & Co., 161 Washington St., New York N. Y.
Ulrich Planning Equipment Corp., 421 Murray Ave., Jamestown, N. Y.

UNDERWOOD CORP., 1 Park Ave., New York 16, N. Y.
(See advertisement on back cover)

Underwood, John, & Co., 30 Vesey St., New York, N. Y.
Uniflow Mfg. Co., Erie, Pa.
Union Bag & Paper Corp., Woolworth Bldg., New York, N. Y.
Union Fountain Pen Co., Inc., 79 Fifth Ave., New York, N. Y.
Union Pencil Co., Inc., 387 Broadway, New York 13, N. Y.
Union Pin Co., Winsted, Conn.
Union Ribbon & Carbon Co., 67 Laurel St., Philadelphia, Pa.
Union Rubber & Asbestos Co., 232 Allen St., Trenton 6, N. J.
Union Steel Chest Corp., Le Roy, N. Y.
Union Steel Products Co., Albion, Mich.
Unique Printed Products Co., 2222 N. 13th St., Terre Haute, Ind.
United Cork Companies, South Kearny, N. J.

UNITED CUTLERY & HARDWARE PRODUCTS CO., 108 E. 16th St., New York 3, N. Y.
(See advertisement on page 217)

United Elastic Corp., Easthampton, Mass.
United Metal Box Co., Inc., 168 7th St., Brooklyn 15, N. Y.
U. S. Air Conditioning Corp., 2564 Como Ave., St. Paul, Minn.
U. S. Bronze Sign Co., Inc., 570 Broadway, New York 12, N. Y.

U. S. CARBON & RIBBON MFG. CO., INC., 621 Cherry St., Philadelphia 6, Pa.
(See advertisements on pages 55, 207)

U. S. Chaircraft Mfg. Corp., 225 Belleville Ave., Bloomfield, N. J.
U. S. Changeable Sign Co., 535 Broadway, New York, N. Y.
U. S. Envelope Co., Springfield, Mass.
U. S. Fingerprint Products, Inc., RFD 1, Smithville, Mo.

U. S. Lace Paper Works, 417 Union Ave., Brooklyn, N. Y.
U. S. Luggage & Leather Products Co., 29 W. 34th St., New York 1, N. Y.
U. S. Mailing Case Co., P. O. Box 310, Lowell, Mass.
U. S. Pencil Co., Inc., 100 Fifth Ave., New York, N. Y.
U. S. Plywood Corp., 55 W. 44th St., New York, N. Y.
U. S. Rubber Co., Coated Fabrics Dept., Mishawaka, Ind.
U. S. Stoneware Co., 5300 E. Tallmadge Ave., Akron, Ohio
U. S. Time Corp., Waterbury, Conn.
U. S. Travelware Corp., Manchester, N. H.
U. S. Victor Fountain Pen Co., Inc., P. O. Box 19105, Houston 24, Texas
Universal Fountain Brush Co., P. O. Box 295, St. Petersburg, Fla.
Universal Fountain Pen & Pencil Co., 146 W. 26th St., New York 1, N. Y.
Universal Index Tab Co., 2729 Second Ave., Seattle 1, Wash.
Universal Manufacturing Stationers, Inc., 212 S. Los Angeles St., Los Angeles 12, Calif.
Universal Pad & Tablet Corp., 15 Park Row, New York, N. Y.
Universal Shredder Co., 317 W. Lyon St., Saginaw, Mich.
Universal Steel Equipment Corp., 32-33 47th Ave., Long Island City, N. Y.
University of Chicago Press, 5801 S. Ellis Ave., Chicago, Ill.
University of Illinois Press, Urbana, Ill.

V

V. & E. Mfg. Co., 766 S. Fair Oaks Ave., Pasadena, Calif.

VAIL MFG. CO., 900 E. 95th St., Chicago 19, Ill.
(See advertisement on page 228)

VALCO CO., 1311-15 Ann Ave., St. Louis 4, Mo.
(See advertisement on page 81)

Valley Forge Flag Co., Spring City, Pa.
Valley Industries, Inc., Algonquin, Ill.
Valley Paper Co., Holyoke, Mass.
Van Dyke Division, General Lamps Mfg. Corp., Elwood, Ind.
Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago 15, Ill.
Van Valkenburg, L. D., Co., 25 Montgomery St., Holyoke, Mass.
Vanella, C. J., Co., Inc., 257 William St., New York, N. Y.
Vanguard Engineering & Mfg. Co., 53 W. Jackson Blvd., Chicago 4, Ill.
Vanpe, Inc., 4613 S. State St., Chicago 9, Ill.
Vari-Color Duplicator Co., 435 S. Lincoln, Shawnee, Okla.
Varigraph Co., Inc., P. O. Box 690, Madison, Wis.
Veeder-Root, Inc., 70 Sargeant St., Hartford 2, Conn.
Veet Industries, 25753 Groesbeck Hwy., East Detroit, Mich.
Veri-Nu Products Co., 700 S. Palm Ave., Alhambra, Calif.
Vernon, S. E. & M., Inc., 65 Duane St., New York 7, N. Y.
Versen, Kurt, Lamps, Inc., 4 Slocum Ave., Englewood, N. J.
Vevier Loose-Leaf Co., Inc., 2533 Sullivan Ave., St. Louis 7, Mo.
Vickery Tape & Machine Co., Inc., 286 W. 3rd St., Rr., Peru, Ind.
Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill.

VICTOR SAFE & EQUIPMENT CO., INC., North Tonawanda, N. Y.
(See advertisements on pages 118, 132, 176, 203, 212, 220, 242)

Victorian Pencil Co., 14 Catherine St., New York 2, N. Y.
Victory Mfg. Co., 1722 W. Arcade Place, Chicago, Ill.
Viking Air Conditioning Corp., 5601 Walworth Ave., Cleveland, Ohio
Viking Specialty Co., 530 Golden Gate Ave., San Francisco, Calif.
Vimco Mfg. Co., Inc., 105 Brayton St., Buffalo 13, N. Y.
Virginia Metal Products, Inc., Orange, Va.
Virtue Bros. Mfg. Co., 5701 W. Century Blvd., Los Angeles 45, Calif.
Visirecord, Inc., 54 Railroad Ave., Copiague, L. I., N. Y.
Visual Plant Layouts, Inc., Penn Ave. at River, Oakmont, Pa.
Vita Specialties Co., 693 Broadway, New York 12, N. Y.
Vocaline Co. of America, Inc., Old Saybrook, Conn.

VOGEL-PETERSON CO., 1121 W. 37th St., Chicago 9, Ill.
(See advertisement on page 205)

Volger Mfg. Co., 82 Fulton St., Elizabeth 1, N. J.
Volland, P. F., Co., 8 Richards St., Joliet, Ill.
Voos Co., 161 Porter St., New Haven 11, Conn.
Vue-Fax Corp., 655 Main St., Westbury, N. Y.

W

Wabash Filing Supplies, Inc., Wabash, Ind.
Wabash Metal Products Co., P. O. Box 305, Wabash, Ind.

WACO PRODUCTS, INC., 2054 W. Grand Ave., Chicago 12, Ill.
(See advertisement on page 81)

Wagner, Walter, Corp., 1186 Broadway, New York, N. Y.
Walbuck Crayon Co., Andover, Mass.
Waldes Kohinoor, Inc., Austil Place, Long Island City, N. Y.
Walker, Frank R., Co., 173 W. Madison St., Chicago, Ill.
Wallace Pencil Co., 2001 S. Hanley Rd., St. Louis, Mo.
Walton Laboratories, Inc., 1186 Grove St., Irvington, N. J.
Wansco Paper Products Co., Inc., 409 Pearl St., New York 7, N. Y.
Ward, John J., Inc., 23-08 Jackson Ave., Long Island City, N. Y.
Ward, Samuel, Mfg. Co., 29 Melcher St., Boston 10, Mass.
Warren, Harry, Mfg. Co., 127 S. Market St., Chicago 6, Ill.
Warren-Knight Co., 136 N. 12th St., Philadelphia 7, Pa.
Warren Leather Goods Co., 34 Austin St., Worcester 2, Mass.

WARSHAW MFG. CO., INC., 1 Main St., Brooklyn 1, N. Y.
(See advertisement on page 153)

Washburn Co., Gorton Bldg., Worcester, Mass.
Wassell Organization, Inc., P.O. Box 390, Westport 90, Conn.
Waterbury Companies, Inc., Waterbury, Conn.
Waterbury Tack Co., Inc., Shelton, Conn.
Waterman Pen Co., Inc., 1 De Forest St., Seymour, Conn.
Waters & Waters Branch, 1610 Locust St., St. Louis, Mo.
Watkins Industries, 3816 Southern Blvd., Youngstown 12, Ohio
Watson Mfg. Co., Inc., Jamestown, N. Y.
Watt & Gillogly, Inc., 7 S. Dearborn St., Chicago 3, Ill.
Watts, Alfred Allen, Co., Inc., 216 William St., New York 38, N. Y.
Wausau Paper Mills Co., 111 W. Washington Blvd., Chicago, Ill.
Waxon-Carboff, Inc., 8 Commercial St., Rochester, N. Y.
Weber Addressing Machine Co., 200 W. Central Rd., Mt. Prospect, Ill.

WEBER BROS. METAL WORKS, 108 N. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 222, 239)

Weber Costello Co., Chicago Heights, Ill.
Weber, F., Co., 1220 Buttonwood St., Philadelphia 23, Pa.
Weber-Knapp Co., 441 Chandler St., Jamestown, N. Y.
Weber Lithographing Co., 3305 W. Harrison St., Chicago 24, Ill.
Weber Showcase & Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Clark & DeKoven Sts., Racine, Wis.

WEBSTER, F. S., CO., 13 Amherst St., Cambridge 42, Mass.
(See advertisement on page 56)

Weeks, Frank A., Mfg. Co., 115 Worth St., New York 13, N. Y.
Weidlich Pen Mfg. Co., 505 Elm St., Cincinnati 2, Ohio
Weigel, E. O., & Sons, 206 First St., Newark 7, N. J.
Weil, J. H., & Co., 1315 Cherry St., Philadelphia 7, Pa.
Weinman Bros., Inc., 3260 W. Grand Ave., Chicago 51, Ill.
Weis Mfg. Co., 162 Union St., Monroe, Mich.
Welch Industries, 2911 Empire Ave., Burbank, Calif.
Welch, W. M., Mfg. Co., 1515 N. Sedgwick St., Chicago, Ill.
Welch, W. W., Co., Glenn Bldg., Cincinnati, Ohio
Welham Metal Products Co., Michigan City, Ind.
Wells Chair Corp., Michigan City, Ind.
Wells Furniture Mfg. Co., Laurel, Miss.
Welsh Mfg. Co., Troy & Oak Sts., Providence, R. I.
Welty Pen & Repair Co., 7 W. Madison St., Chicago, Ill.
Wendell-Northwestern, Inc., 87 E. 5th St., St. Paul, Minn.
Westcort Co., 60 E. 42nd St., New York 17, N. Y.
Westcott Rule Co., Inc., Seneca Falls, N. Y.
West-Dempster Co., 187 Ottawa St., N.W., Grand Rapids, Mich.
Western Bank & Office Supply, 2021 W. Race Ave., Chicago, Ill.
Western Loose Leaf Co., 1045 Sansome St., San Francisco, Calif.

WESTERN MFG. CO., 532-544 N. Highland Ave., Aurora, Ill.
(See advertisement on page 92)

Western Paper Converting Co., Salem, Ore.
Western Reserve Laboratories, 1438 St. Clair Ave., Cleveland 14, Ohio
Western Rubber Co., Goshen, Ind.
Western States Envelope Co., 1616 W. Pierce St., Milwaukee 4, Wis.
Western Tablet & Staty. Corp., Hulman Bldg., Dayton, Ohio
Western Wholesale Stationers, Ltd., 333 E. Third St., Los Angeles 13, Calif.
Westinghouse Electric Corp., 401 Liberty Ave., Pittsburgh, Pa.
Wetter Numbering Machine Co., Atlantic Ave. & Logan St., Brooklyn, N. Y.
Wetzel, P. A., & Son, 5653 W. Ohio St., Chicago, Ill.

WHEELDEX & SIMPLA PRODUCTS, INC., 40 Bank St., White Plains, N. Y.
(See advertisement on page 143)

WHEELER, M. G., CO., INC., 22 W. Putnam Ave., Greenwich, Conn.
(See advertisement on page 182)

Wheeler-Van Label Co., 13 McConnell St., S.W., Grand Rapids, Mich.
White, O. C., Co., Worcester, Mass.
White Rubber Co., Ravenna, Ohio
White-Washburne Co., Inc., Hinsdale, N. H.
White & Wyckoff Mfg. Co., Holyoke, Mass.
Whitehall, Inc., 8 E. 12th St., New York, N. Y.
Whitehead & Hoag Co., 272 Sussex Ave., Newark, N. J.
Whitehouse Products, Inc., 360 Furman Ave., Brooklyn, N. Y.
Whiting Paper Co., Gatehouse Rd., Holyoke, Mass.
Whiting-Plover Paper Co., Stevens Point, Wis.
Whitlock Corp., 17 Warren St., New York 7, N. Y.
Whitman Publishing Co., 1220 Mound St., Racine, Wis.
Wholesale Typewriter Co., The, 155 Sixth Ave., New York 13, N. Y.
Wick & Rouillot, 110 W. Airy St., Norristown, Pa.
Widder, J., & Co., 110 Fifth Ave., New York 11, N. Y.
Wiemer's, Inc., 70 Vernon St., Bridgeport, Conn.
Wierenga Upholstering Co., 708 W. Leonard St., Grand Rapids, Mich.
Wiggins, John B., Co., 638 S. Federal St., Chicago 5, Ill.
Wilkins, E. J., Co., Gloversville, N. Y.
Wilkinson Publishing Co., Ltd., 200 Fifth Ave., New York 10, N. Y.
Wilmer, E. P., Inc., 3044 Riverside Dr., Los Angeles 39, Calif.
Wilson Gold Stamping Machine Co., 1855 Hillhurst Ave., Hollywood 27, Calif.

WILSON JONES CO., 209 S. Jefferson St., Chicago 6, Ill.
(See advertisements on pages 32, 33)

Wilson Mfg. Co., Inc., 77 Washington St., N., Boston, Mass.
Wilson Memindex Co., 149 Carter St., Rochester 21, N. Y.
Winfield Mfg. Co., 226 Belleville Ave., New Bedford, Mass.
Wing's, Chauncey, Sons, Greenfield, Mass.
Winnebago Paper Co., Inc., Neenah, Wis.
Winship Co., Utica, N. Y.
Winslow Product Engineering Corp., 5420 Jillson St., Los Angeles 22, Calif.
Winston, John C., Co., 1006 Arch St., Philadelphia 7, Pa.
Winston Mfg. Co., 54 Bleecker St., New York, N. Y.
Winston, W. R., 105 Glenridge Place, Cincinnati 17, Ohio
Winter Stamping Co., 221 W. Washington St., Goshen, Ind.
Wire-O Corp., 205 Cottage St., Poughkeepsie, N. Y.
Wireway Corp. of America, 440 W. Superior St., Chicago, Ill.
Wisconsin Chair Co., Port Washington, Wis.
Wiss, J., & Sons Co., 33 Littleton Ave., Newark 7, N. J.
Wolber Duplicator & Supply Co., 1203 W. Cortland St., Chicago 14, Ill.
Wolf Brothers, Inc., 340 N. 12th St., Philadelphia 11, Pa.
Wolf Envelope Co., 1749 E. 22nd St., Cleveland, Ohio
Wolfe Brush Co., 1015 Pennsylvania Ave., Pittsburgh, Pa.
Wood Displays Mfg. Co., 225 E. 24th St., New York N. Y.
Wood-Regan Instrument Co., Inc., Nutley, N. J.
Worcester Envelope Co., 110 Foster St., Worcester 8, Mass.
Worcester Wire Novelty Co., Inc., 2635 Boston St., Baltimore 24, Md.
Worden Co., 200 E. 17th St., Holland, Mich.
Workman Mfg. Co., 1200 W. Monroe St., Chicago, Ill.
Work-Organizer Specialties Co., 4044 W. Jefferson Ave., Detroit 9, Mich.
World Mfg. Co., 132 W. 21st St., New York 11, N.Y.
World Publishing Co., 2231 W. 110th St., Cleveland 2, Ohio.
Worner Electronic Devices, Rankin, Ill.
Wrenn Paper Co., Inc., P.O. Box 192, Middletown, Ohio.
Wright & Co., Inc., 101 Exchange St., Worcester, Mass.
Wrightsville Hardware Co., Wrightsville, Pa.

WRITE, INC., 420 Lexington Ave., New York 17, N. Y.

(See advertisement on page 58)

XYZ

X-acto, Inc., 48-41 Van Dam St., Long Island City 1, N. Y.
Yale & Towne Mfg. Co., Chrysler Bldg., New York, N.Y.
Yale Filing Supply Co., 409 E. Third St., Los Angeles 13, Calif.
Yankee Paper & Specialty Co., Menasha, Wis.
Yawman and Erbe Mfg. Co., 1099 Jay St., Rochester 3, N. Y.
Yerg, Inc., 85 Washington Ave., Belleville 9, N. J.
York Corp., York, Pa.

YORK SAFE AND LOCK CO., Canton 2, Ohio

(See advertisement on page 216)

Young Chair Co., 1000 Diamond St., Philadelphia 22, Pa.
Zellerbach Paper Co., 534 Battery St., San Francisco, Calif.

ZEPHYR AMERICAN CORP., 95 Morton St., New York 14, N. Y.

(See advertisement on page 143)

Zippo Mfg. Co., 330 Blaisdell St., Bradford, Pa.

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Manufacturers

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President, Robert N. Wood, The Esterbrook Pen Co.; Secretary, W. Clarke S. Mays, Jr., Mays Mfg. Co., Inc., 236 Chapman St., Providence, R. I.
Regular Meetings: New York City—February; June—Place to be announced; Chicago—September.

LOOSE LEAF & BLANK BOOK MANUFACTURERS ASSOCIATION
President, Donald F. Marsh, Boorum & Pease Co.; Secretary, John Sheppard, C. E. Sheppard Co., 44-07 21st St., Long Island City 1, N. Y.

LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.
Executive Vice-President, Jack Citronbaum, 220 Fifth Ave., New York 1, N. Y.

OFFICE EQUIPMENT MANUFACTURERS INSTITUTE
President, H. V. Widdoes, Remington Rand Inc.; Administrative Vice-President, E. D. Taylor, 777 14th St., N.W., Washington 5, D.C.
Regular Meetings: Annually in May and November.

PAPER STATIONERY & TABLET MFRS. ASSOCIATION, INC.
Executive Secretary, Edgar P. Eaton, 527 Fifth Ave., New York, N. Y.

SAFE MANUFACTURERS NATIONAL ASSOCIATION
Executive Secretary-Treasurer, W. J. Parker, 366 Madison Ave., New York 17, N. Y.
Regular Meetings: Monthly, 366 Madison Ave., New York, N. Y.

WOOD OFFICE FURNITURE INSTITUTE
730 Eleventh St., N.W., Washington 1, D. C.

Miscellaneous

AMERICAN OFFICE SUPPLY EXPORTERS ASSOCIATION
President, Benjamin D. Curtis, Jr., C. Howard Hunt Pen Co.; Secretary, David Manley, Modern Publications, 250 Fifth Ave., New York 1, N. Y.
Regular Meetings: Third Wednesday each month, Governor Clinton Hotel, New York City.

MARKING DEVICE ASSOCIATION
Secretary and General Manager, Elmer F. Way, 912 Chicago Ave., Evanston, Ill.

NATIONAL ASSOCIATION OF COLLEGE STORES
President, R. C. Avery, Cornell Campus Store; General Manager, Russell Reynolds, 33 W. College St., Oberlin, Ohio.

NEW YORK OFFICE APPLIANCE MANAGERS ASSOCIATION
President, Harry C. Anderson, H. C. Anderson Mimeograph Corp.; Secretary-Treasurer, G. J. Schmucki, Monroe Calculating Machine Co., 509 Fifth Ave., New York, N. Y.
Regular Meetings: Second Friday every month, Hotel Lexington, 12:15.

Office Furniture

BOSTON OFFICE FURNITURE ASSOCIATION
President, Maxwell Brown, M. Brown & Co.; Secretary, Richard J. Feffer, Business Equipment Corp., 153 Federal St., Boston, Mass.

EXECUTIVE FURNITURE GUILD OF AMERICA
President, Harlow Mace, Office Equipment Co. of Chicago; Executive Director, George W. Reinoehl, Exhibitors Bldg., Grand Rapids, Mich.
Regular Meetings: Held semi-annually, March and September at Grand Rapids.

NATIONAL OFFICE FURNITURE ASSOCIATION, INC.
President, V. L. Caldwell, John Wanamaker, Philadelphia, Pa.; Executive Director, John R. Gray, 327 S. LaSalle St., Chicago 4, Ill.

NEW JERSEY OFFICE FURNITURE ASSOCIATION
President, Morton J. Schuman; Secretary, Bob Farkas.
Regular Meetings: Once every three months, 6:30 P.M., Robert Treat Hotel, Newark.

NATIONAL OFFICE FURNITURE ASSOCIATION (N. Y.)
President, Dan Waldner, D. Waldner Co., Inc.; Secretary, Paul Dancker, Jr., Dancker & Sellew, Inc., 318 Broadway, New York, N. Y.
Regular Meetings: First Monday each month, 6:30 P.M., Brass Rail.

NATIONAL OFFICE FURNITURE ASSOCIATION (PHILADELPHIA)
President, Leonard LaFair, Frank Wolf, Inc.; Recording Secretary, Horace Laurence, Horace M. Laurence, 1502 W. Thompson St., Philadelphia 21, Pa.
Regular Meetings: Second Monday every month, Bookbinders, 215 S. 15th St., Philadelphia.

NATIONAL OFFICE FURNITURE ASSOCIATION (WASHINGTON, D. C.)
President, H. V. Boswell, Jr., Office Furniture, Inc.; Secretary-Treasurer, Lee Hervey, Commercial Office Furniture Co., Inc., 915 E St., N.W., Washington 4, D. C.
Regular Meeting: Third Monday each month, 6:30 P.M., Lafayette Hotel.

OFFICE EQUIPMENT DEALERS OF CENTRAL FLORIDA
President, Jack Kline, Orlando Office Supply Co.; Secretary, Jack Herman, O'Neal-Branch Co., Inc., P. O. Box 1967, Orlando, Fla.
Regular Meetings: Last Tuesday noon each month, luncheon. Place selected monthly and membership notified.

OFFICE FURNITURE ASSOCIATION OF CHICAGO
President, Henry Otto, Office Furniture Clearing House; Secretary, Bill Wolff, Chicago Office Furniture Co., 130 W. Lake St., Chicago, Ill.
Regular Meetings: First Monday each month, 6:00 P.M., Chas. Harrison Restaurant, Inc., Chicago.

SOUTHERN CALIFORNIA OFFICE FURNITURE ASSOCIATION
President, D. E. O'Hern, Hollywood Office Furniture Co.; Secretary-Treasurer, Charlene McCamant, Dray Mfg. Co., 4961 E. 52nd Pl., Los Angeles, Calif.
Regular Meeting: First Monday each month.

W. VA. OFFICE EQUIPMENT DEALERS ASSOCIATION
President, Gene Hall, May Office Service; Secretary, Forest O'Dell, Laird Office Equipment Co., Charleston, W. Va.
Regular Meetings: Last Saturday in each month of January, April, July, October at Charleston, except summer meeting usually held elsewhere.

Office Machines

CHICAGO OFFICE MACHINE DEALERS ASSOCIATION
President, Harvey Miner, Miner Business Machines Co.; Secretary, Willard Kunze, Southtown Typewriters & Appliances, 545 E. 79th St., Chicago 19, Ill.
Regular Meetings: Second Tuesday each month, 6:30 P.M., Maryland Hotel.

GREATER ST. LOUIS OFFICE MACHINE DEALERS ASSN.
President, William Simpkins, Tiffany Stand Co.; Secretary, Michael H. Klemsch, Business Letter Co., 123 N. 8th St., St. Louis 1, Mo.
Regular Meetings: Second Thursday every month, Mark Twain Hotel.

HOUSTON OFFICE MACHINE DEALERS ASSOCIATION
President, Edwin T. Feigle, Edwin T. Feigle Co., Secretary-Treasurer, Mrs. Constance Ellison, Ellison Adding Machine & Typewriter Co., 1614 Ridgewood Ave., Houston 6, Tex.

MILWAUKEE TYPEWRITER & OFFICE MACHINE DEALERS ASS'N.
President, Oscar Wettengal, Wettengal's Typewriter's; Secretary-Treasurer, Gordon R. Rush, Gordon R. Rush & Associates Office Machines, 2227 S. Muskego Ave., Milwaukee, Wis.
Regular Meetings: Second Monday each month, 6:30 P.M., Medford Hotel.

MINNESOTA OFFICE MACHINE DEALERS ASSOCIATION
President, Mahlon J. Bilodeau, Allan Office Machines Co.; Secretary, Harold Shaw, Dictation-Systems, Inc., 3012 University Ave., S.E., Minneapolis, Minn.
Regular Meetings: First Tuesday every month.

NATIONAL OFFICE MACHINE DEALERS ASSOCIATION
President, J. D. Romano, Valley Typewriter Co.; Executive Secretary, Harold W. Mann, 1267 N. Wilton Pl., Los Angeles 38, Calif.

NEW ENGLAND OFFICE MACHINE DEALERS ASSOCIATION
President, Henry Gewirtz, Standard Maintenance Co.; Secretary-Treasurer, Vin Turner, Turner & Co., 55 Broad St., Boston, Mass.

NORTHERN CALIFORNIA OFFICE MACHINE DEALERS ASS'N.
President, Ed. Peck, Peck's Office Appliance Co., Inc.; Secretary, Pete Tobin, Office Appliance Co., 159 New Montgomery St., San Francisco, Calif.
Regular Meetings: Second Friday every month.

OFFICE MACHINE DEALERS ASSOCIATION OF NEW YORK, INC.
President, Harold Peck, Ideal Business Machines; Executive Secretary, Lemuel Bannister, Jr., 40 W. 40th St., New York 18, N. Y.
Regular Meetings: Second Tuesday each month, 6 P.M., Hotel Governor Clinton.

OFFICE MACHINE DEALERS ASSOCIATION OF PENNSYLVANIA, NEW JERSEY AND DELAWARE
President, Herbert E. Toussaint; Secretary, Fred Washbourn, Remington Rand, Inc., 1624 Locust St., Philadelphia, Pa.
Regular Meetings: First Monday each month, M.L.A. Club, 1513 Walnut St., Philadelphia.

PACIFIC NORTHWEST OFFICE MACHINE DEALERS ASS'N.
President, A. Dolhanyk, ABC Sales & Service; Secretary, James C. J. Martin, U. Mimeo & Typewriter Co., 4226 University Way, Seattle 5, Wash.
Regular Meetings: Three times a year, different cities.

SOUTHERN CALIFORNIA OFFICE MACHINE DEALERS ASS'N.
President, Al Foxcroft, Guarantee Typewriter Co.; Executive Secretary, Dorothy E. Kramer, Ed M. Suderman Co., 190 E. Colorado, Pasadena, Calif.
Regular Meetings: Third Monday each month, Roger Young Auditorium, Los Angeles.

TEXAS OFFICE MACHINE DEALERS ASSOCIATION
President, M. R. Allen, San Antonio, Tex.; Secretary-Treasurer, Henry Sassman, 108 E. Constitution St., Victoria, Tex.

TYPEWRITER DEALERS ASSOCIATION OF DENVER
President, Ralph Legge, Reliable Typewriter Co.; Secretary, Paul Honour, All Makes Typewriter Co., 729 15th St., Denver.
Regular Meetings: Second Monday each month, 6:30 P.M., Albany Hotel.

WASHINGTON OFFICE MACHINE DEALERS ASS'N.
President, Kell Reimann, Kells Typewriter Service; Secretary-Treasurer, R. L. Densford, Dealer Sales Div., Remington Rand, Inc., 810 Connecticut Ave., N.W., Washington 6, D. C.
Regular Meetings: Second Monday of each month at Continental Hotel, Washington, D. C.

WESTERN PENNSYLVANIA OFFICE MACHINE DEALERS ASS'N.
President, Emil J. Tracey, Butler, Pa.; Secretary, John L. Hudak, 11 Wood St., Pittsburgh, Pa.

Stationery Dealers

ATLANTA STATIONERS ASSOCIATION
President, Sidney Moldow, Office Supply Co.; Secretary, Gene Owenby, Ivan Allen Co., 29 Pryor St., N.E., Atlanta 1, Ga.
Regular Meetings: First Thursday night each month.

BALTIMORE STATIONERS ASSOCIATION
President, John A. Busch, The Baltimore Stationery Co.; Secretary, Alan Behrend, Lucas Brothers, Inc., 221 E. Baltimore St., Baltimore 2, Md.
Regular Meetings: Third Thursday each month.

BATON ROUGE STATIONERS CLUB
President, Larry Frost, Frost-Parker; Secretary, Garnet Genius, Louisiana Office Supply Co., Baton Rouge, La.
Regular Meetings: Second Tuesday each month, 7 P.M., Bob & Jake's Steak House.

BOSTON STATIONERS ASSOCIATION
President, Robert Slate, Bob Slate, Stationer; Secretary-Treasurer, Harley J. Lewis, Wards Stationers, 57 Franklin St., Boston 10, Mass.
Regular Meetings: Third Monday each month, Hotel Kenmore.

BUFFALO STATIONERS CLUB
President, Charles Smith, Eagle Office Equipment Co., Inc.; Secretary-Treasurer, James Sutherland, Sutherland Stationery & Printing Co., Inc., 2929 Delaware Ave., Kenmore, N. Y.
Regular Meetings: First Monday each month, Hotel Worth.

CHI-CO (CHICAGO STATIONERS CLUB)
President, Joe McShane, Jr., Northern Indiana Stationers; Secretary-Treasurer, Mrs. M. Klein, Auburn Park Stationers, 7739 S. Halsted St., Chicago, Ill.

CONNECTICUT VALLEY STATIONERS ASSOCIATION
President, William G. Pape, Adkins Printing Co.; Secretary, Richard J. Kilpatrick, Hartford Office Supply Co., Inc., Hartford, Conn.

DETROIT STATIONERS ASSOCIATION
President, Harry Jesse, Gratiot Office Supply; Secretary, Sid Fineberg, Acme Paper Co., 338 W. Jefferson, Detroit 26, Mich.
Regular Meetings: Third Wednesday each month, 6:30 P.M., Detroit Leland Hotel.

ILLINOIS BOOKSELLERS & STATIONERS ASSOCIATION
President, Hugh G. Reeves, Jacquin & Co., Peoria, Ill.; Secretary-Treasurer, Homer Jacquin, Jacquin & Co., Peoria, Ill.

JACKSON STATIONERS ASSOCIATION
President, Henry Hederman, Hederman Brothers; Secretary, John Walker, Mississippi Stationery Co., Jackson, Miss.
Regular Meetings: Fourth Tuesday each month, 6 P.M., Primos on N. State St.

KANSAS CITY STATIONERS ASSOCIATION
President, Ray Kline, Security Staty. Co.; Secretary-Treasurer, E. A. Roberts, Demaree Staty. Co., 908 Walnut, Kansas City, Mo.

NATIONAL STATIONERY & OFFICE EQUIPMENT ASS'N.
President, Walter H. Miller, Otto Ulbrich Co., Inc., Buffalo, N. Y.; Secretary and General Manager, Paul E. Burbank, 740 Investment Bldg., Washington 5, D. C.
Regular Meetings: Annually in September or October, The Conrad Hilton Hotel, Chicago.

OKLAHOMA CITY STATIONERS ASSOCIATION
President, Al Cook, Al Cook Desk & Office Supply Co.; Secretary, Bennett Wren, House of Wren, 207 N.W. 2nd St., Oklahoma City, Okla.
Regular Meetings: Third Wednesday each month, Huckins Hotel.

OMAHA STATIONERS ASSOCIATION
President, J. B. Brain, Brain Stationery Co.
Regular Meetings: First Wednesday each month.

OREGON STATIONERS ASSOCIATION
Executive Secretary, Howard Bobbitt, 609 Failing Bldg., Portland 4, Ore.

PACIFIC NORTHWEST STATIONERS ASSOCIATION
President, Bob Strawn, Strawn Office Supply; Secretary, D. D. Stewart, 512 First North, Seattle 9, Wash.

PHILADELPHIA STATIONERS ASSOCIATION
President, Charles A. Newcomet, C. F. Heller Bindery; Secretary, Ernst Abe, Jr., William F. Murphy's Sons Co., 315 Arch St., Philadelphia 6, Pa.
Regular Meetings: Third Thursday every month, Robert Morris Hotel.

PIEDMONT STATIONERS ASSOCIATION
President, Ralph B. Moss, Business Equipment Co.; Secretary, James I. Seybt, W. A. Seybt & Co., 16-18 E. McBee Ave., Greenville, S. C.

PRINTERS & STATIONERS ASSOCIATION OF LOUISIANA
President, James E. Renton, A. Blanco, Inc.; Secretary-Treasurer, Bob Burns, Bob Burns Ptg. Co., Inc., Monroe, La.

RICHMOND STATIONERS ASSOCIATION
President, P. M. Valentine, Virginia Stationery Co.; Secretary-Treasurer, J. D. Martin, J. D. Martin Co., 610 E. Main St., Richmond, Va.

STATIONERS ASSOCIATION OF GREATER ST. LOUIS
President, Louis Blair, Blair Office Supply Co.; Secretary, Chester A. Kennedy, William J. Kennedy Staty. Co., 802 Pine St., St. Louis, Mo.
Regular Meetings: Third Monday every month except July and August, York Hotel.

STATIONERS ASSOCIATION OF N. CALIFORNIA, INC.
President, Ed Schweitzer, Hall & Smith; Secretary-Treasurer, Al Brandhofer, 935 Market St., San Francisco, Calif.
Regular Meetings: Palace Hotel, San Francisco, at call of chair.

STATIONERS ASSOCIATION OF NORTHERN NEW JERSEY
President, A. Siminoff, Colonial Stationery Co., Newark; Secretary, R. L. Jacobus, Edward Madison Co., 427 Bloomfield Ave., Moniclair, N. J.
Regular Meetings: Fourth Tuesday every month, Robert Treat Hotel, Newark, N. J.

STATIONERS ASSOCIATION OF W. PENNSYLVANIA
President, T. M. Stout, E. W. Curry Co.; Secretary, Bernard Martin, Acme Prtg. & Staty. Co., Ferry St., Pittsburgh, Pa.
Regular Meetings: Third Monday each month, Hotel Sheraton, Pittsburgh.

STATIONERS CLUB OF CHICAGO
President, Phillip H. Sol, Sol Office Supply Co.; Secretary, Gerald A. Berk, Berk Office Supplies, 32 N. State St., Chicago 2, Ill.
Regular Meetings: Third Monday each month, 6 P.M., Merchants & Manufacturers Club, Merchandise Mart.

STATIONERS CLUB OF CINCINNATI
President, N. W. Thul, Armstrong Staty. Co.; Secretary, H. S. Willis, H. S. Willis, Stationer, Court-Ninth Arcade, Cincinnati 2, Ohio.
Regular Meetings: Second Tuesday each month, 12:15 P.M., Hotel Sinton.

STATIONERS CLUB OF INDIANAPOLIS
President, H. A. Shockley, The Bramwood Press; Secretary, Frank Burst, Sentinel Printing Co., 437 E. 10th St., Indianapolis.
Regular Meetings: Twice monthly, 155 Kentucky Ave.

STATIONERS CLUB OF MICHIGAN
President, Joe Howard, Doubleday Bros. & Co.; Secretary, Clifford Rifenburg, DeMay's, Jackson, Mich.
Regular Meetings: Second Wednesdays in February, May and October, in Lansing, Mich.

STATIONERS CLUB OF NEW ORLEANS
President, Harold J. O'Donnell, O'Donnell Bros., Inc.; Secretary, W. E. Eldridge, 1000 Queen & Crescent Bldg., New Orleans 12, la.
Regular Meetings: Second Tuesday every month, 12 noon.

STATIONERS CLUB OF OHIO
President, Sidney I. Glueck, General Office Supply Co.; Secretary, R. H. Kiefer, High's Office Supply, Medina, Ohio.

STATIONERS GOLF ASSOCIATION OF NEW YORK
President, Julius M. Kahn, David Kahn, Inc.; Secretary, Howard S. Sanders, Stationers & Publishers Board of Trade, Inc. 200 Fifth Ave., New York 10, N. Y.
Regular Meetings: Second and fourth Tuesdays each month.

STATIONERS GUILD OF CANADA, INC.
Executive Secretary, Fred Smart, 19 Richmond St., West Toronto 1, Ontario, Canada.

STATIONERS & PUBLISHERS BOARD OF TRADE, INC.
Executive Secretary, Howard S. Sanders, 200 Fifth Ave., New York 10, N. Y.
Regular Meetings: Second Tuesday every month, 200 Fifth Ave., New York 10, N. Y.

STATIONERS SQUARE CLUB OF GREATER NEW YORK
President, Ralph Barnett, Blaisdell Pencil Co; Secretary, Sid Diamond, Diamond Stationery Co., 395 Broadway, New York, N. Y.
Regular Meetings: Third Thursday each month.

STATIONERS 12:30 CLUB OF GREATER NEW YORK
President, Ralph Barnett, Blaisdell Pencil Co.; Treasurer, Dwight N. Briggs, Sun Rubber Co., 271 Madison Ave., New York 16, N. Y.
Regular Meetings: Fourth Monday of each month except June, July and August at Rosoff's Restaurant, 147 W. 43rd St., New York, N. Y.

UTAH STATIONERS ASSOCIATION
President, Verne S. Peck, Allsteel Office Supply Co.; Secretary-Treasurer, Joe Meyer, Kelly Co., 23 W. 1st S., Salt Lake City, Utah.
Regular Meetings: Second Monday each month, Newhouse Hotel.

WASHINGTON STATE STATIONERS
Secretary-Manager, D. D. Stewart, 512 First Ave., N., Seattle 9, Wash.
Regular Meetings: Second Tuesday each month.

WASHINGTON STATIONERS ASSOCIATION
President, James Smart, Capitol Office Supply Co.; Secretary-Treasurer, James F. Bryan, E. M. Bryan Co., 813 13th St. N.W:, Washington 5, D. C.
Regular Meetings: Second Tuesday each month, 6:30 P.M., Ambassador Hotel.

WHOLESALE STATIONERS ASSOCIATION OF THE U.S.A.
Secretary-Treasurer, H. C. Whittemore, 250 Fifth Ave., New York 1, N. Y.

Travelers Clubs

EMPIRE STATE TRAVELERS CLUB
President, Jerome A. McCormick, Victor Safe & Equipment Co.; Secretary-Treasurer, Frank E. Wilkerson, Dennison Mfg. Co., 188 Genesee St., Lockport, N. Y.
Regular Meetings: Weekly at Docket Restaurant, 222 Pearl St., Buffalo, N. Y.

FIFTH DISTRICT TRAVELERS CLUB
President, Scott Purvis, Joseph Dixon Crucible Co.; Secretary, John Wakeland, Jr., Esterbrook Pen Co., 3821 Syracuse, Dearborn, Mich.

GOLDEN STATE TRAVELERS CLUB
President, Peter C. Masterson, Acco Products, Inc.; Secretary, Robert B. Westover, Waterman Pen Co., Inc., 6150 W. Colgate Ave., Los Angeles 36, Calif.
Regular Meetings: 12 noon each Monday, Los Angeles Athletic Club, 431 W. 7th St., Los Angeles.

GREAT LAKES TRAVELERS CLUB
President, Walter S. Lennartson, Office Appliances; Secretary, Harry Hoffman, Joseph Dixon Crucible Company, 111 W. Washington St., Chicago 2, Ill.
Regular Meetings: Every Friday, 12:15 P.M., Toffenetti's, 65 W. Monroe St., Chicago, Ill.

METROPOLITAN TRAVELERS CLUB
President, Martin M. Moldow, mfrs. rep.; Secretary-Treasurer, Herbert Grayson, Ace Fastener Corp., 801 Second Ave., New York 17, N. Y.

MIDWEST TRAVELERS CLUB
President, Tom Seward, Speed Products Co.; Secretary-Treasurer, Clinton J. Cooper, Esterbrook Pen Co., 1550 Lexington Court, Kansas City, Mo.

NEW ENGLAND TRAVELERS CLUB
President, John T. Wilson, Jr., Esterbrook Pen Co.; Secretary-Treasurer, Spencer F. O'Leary, Waterman Pen Co., Inc., 103 Winn St., Belmont 78, Mass.

NORTHWEST TRAVELERS CLUB
President, Melvin Sowell, Esterbrook Pen Co.; Secretary-Treasurer, Berk Ertl, American Pencil Co., 3548 Beard Ave. N., Robbinsdale 22, Minn.
Regular Meetings: Last Saturday each month, 12 noon, Commerce Club, Minneapolis, except Dec., June, July and Aug.

OREGON TRAIL TRAVELERS
President, Fred Carlson, Dennison Mfg. Co.; Secretary, F. C. (Chet) Williams, Yawman and Erbe Mfg. Co., Box 1888, Seattle, Wash.
Regular Meetings: Luncheons each Monday at Stewart (Gowman) Hotel, Seattle, and every Wednesday at Press Club, Portland, Ore.

PENN-MAR-VA TRAVELERS CLUB
President, Richard M. Graff, Esterbrook Pen Co.; Secretary, George E. Harscheid, National Blank Book Co.; Treasurer, Rose Cushman, National Stationery & Office Equipment Association, 740 Investment Bldg., Washington 5, D. C.

ROCKY MOUNTAIN TRAVELERS CLUB
Pesident, Dan Koss, Eberhard Faber Pencil Co.; Secretary, Earl Zuhlke, Dennison Mfg. Co., U.S. National Bank Bldg., Denver, Col.
Regular Meetings: Friday luncheon, Roundup Room, Albany Hotel.

SOUTHERN TRAVELERS CLUB
President, A. C. Lampkin, mfrs. rep.; Secretary-Treasurer, Charles H. Hucke, P. O. Box 221, Atlanta, Ga.
Regular Meetings: Luncheon each Monday, Piedmont Hotel, Atlanta.

TEXAS TRAVELERS CLUB
President, George A. Tarrant, The Carter's Ink Co.; Secretary-Treasurer, Chas. C. McDaniel, Ennis Tag & Salesbook Co., 1115 Odean Dr., Apt. C., Dallas, Texas.
Regular Meetings: Second Monday—October and February.

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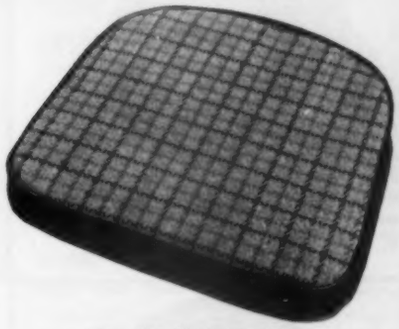

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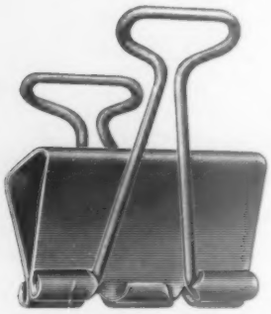

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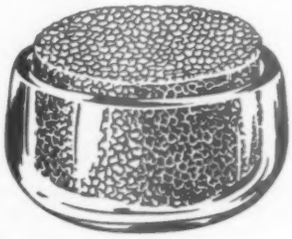

MOISTENERS AND RUBBER SPONGES

Bankers Moistener illustrated is made of clear polished glass 3¾" outside diameter with attractive rubber sponge. Lightweight moistener measures 3" outside diameter and the All Rubber Moistener with non-skid suction base comes in standard mahogany color. Cup and sponge are available separately.

STATIONERS EYELETS

Eyelets for the Triumph Punch, illustrated, are heavily nickel plated, precision made and scored for easy spreading. Three sizes, short, medium or long. Brass plated eyelets for use in Bates, Ajax or I. D. L. Jr. eyeletters in the same sizes.

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These staple removers work every time. Because they are well made to exact specifications they work perfectly with staples that are either inverted or spread. Individually packaged, twelve boxes to a carton.

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"Thoroclean" the model illustrated is top quality made of soft hairs that will not scratch at one end and sturdy bristles at the bent end. Other models are the "Cleanbest, Toothbrush, Long Handle, Twisted Wire, and the Royal" style twisted wire stiff bristle brush.

CLASSIFIED LIST OF PRODUCTS

See alphabetical section beginning on page 4 for addresses of manufacturers and suppliers.

Abstract Covers
(See Covers, Brief)

Account Books
(See Books, Accounting)

Account Files
(See Files, Account)

Accounting Boards
(See Peg Boards, Accounting)

Accounting Forms
(See Forms, Accounting)

Accounting Machines
(See Bookkeeping Machines)

Accounting Machines (Punched Card)
Addressograph-Multigraph Corp.
International Business Machines Corp.
National Cash Register Co.
Remington Rand Inc.
Samas Punched Card Div.

Accounting Systems
(See Books, Accounting, and Bookkeeping Systems)

when you see a bold face listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy inquiry-cards for complete information from advertisers

Adding and Calculating Machine Parts
Dehn, I. A., Jr.

Adding Machine Rolls
(See Rolls, Paper, Adding Machine)

Adding Machines (Full Keyboard)
Allen, R. C., Business Machines, Inc.
Burroughs Corp.
Clary Multiplier Corp.
Felt & Tarrant Mfg. Co.
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Plus Computing Machines, Inc.
REGNA CASH REGISTERS, INC.
Smith-Corona Inc.
Victor Adding Machine Co.

Adding Machines (Key Set)
Bohn Duplicator Corp.
Rex-Rotary Distributing Corp.

Adding Machines (Rebuilt)
Albright, J. E., & Co.
Calculator Equipment Corp.
Check Writer Co., Inc.
International Office Appliances, Inc.
Mailers Equipment Co.
Office Equipment Corp.
Reliable Typewriter & Adding Machine Co.

Adding Machines (Stylus)
Gem Adding Machine Co.
Ken-Add Machines Co.
Lightning Adding Machine Co.
Phonomatic Office Appliance Co.
Reliable Typewriter & Adding Machine Co.
Tavella Sales Co.

Adding Machines (10-Key)
Addo Machine Co., Inc.
Albright, J. E., & Co.
Allen, R. C., Business Machines, Inc.
Barrett Adding Machine Div., Lanston Monotype Machine Co.
Facit, Inc.
Johnston Adding Machine Co.
O T A Business Machines Division
Precisa Calculating Machine Co., Inc.
Olivetti Corp. of America
Remington Rand Inc.
Swift Business Machines Corp.
UNDERWOOD CORP.
Victor Adding Machine Co.

Addressing Machine Stencils
(See Stencils, Addressing Machine)

Addressing Machine Supplies
Addressoplate Corp.
Addressograph-Multigraph Corp.
Address-O-Rite Stencil & Machine Co., Inc.
Allied Carbon & Ribbon Mfg. Corp.
American Addressing Machine Corp.
American Photo Laboratories
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Dashew Business Machines, Inc.
Elliott Addressing Machine Co.
Hart Mfg. Co.
HEYER CORP. (Spirit)
Master Addresser Co.
Miller-Bryant-Pierce
National Address Plate Co.
Rittenhouse Paper Co.
Visirecord, Inc.
Weber Addressing Machine Co.

Addressing Machines (Fiber Stencil)
Elliott Addressing Machine Co.
MULTISTAMP CO., INC.
Weber Addressing Machine Co.

Addressing Machines (Metal Plate)
Addressograph-Multigraph Corp.
American Addressing Machine Corp.
Dashew Business Machines, Inc.
National Address Plate Co.
Nettle Mfg. Co.
Pollard-Alling Mfg. Co.

Addressing Machines (Rebuilt)
Addressing Machine & Equipment Co.
Albright, J. E., & Co.
Dashew Business Machines, Inc.
Mailers Equipment Co.

Addressing Machines (Spirit)
American Photo Laboratories
Diebold, Inc.
DUPLICOPY CO.
Hart Mfg. Co.
Hectographia Corp.
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Scriptomatic, Inc.
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Adhesive Dispensers
(See Dispensers, Adhesive)

Adhesives (Cement, Rubber and Thinners)

Adhesive Products Corp.
American Latex Products Corp.
BB Chemical Co.
Bro-Dart Industries
Cardinell Corp.
Carter's Ink Co., The
Commercial Paste Co.
Craftint Mfg. Co.
Crescent Products Co.
Du Pont, E. I., de Nemours & Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
General Cement Mfg. Co.
Glue-Fast Equipment Co., Inc.
Goodrich, B. F., Co.
Grumbacher, M., Inc.
Industrial Latex Co.
Melind, Louis, Co.
MONET CO.
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Diamond Ink & Adhesive Co.
Elliott, B. K., Co.
General Cement Mfg. Co.
Glue-Fast Equipment Co., Inc.
Higgins Ink Co., Inc.
Industrial Latex Co.
Le Page's, Inc.
S. S. Artist Materials, Inc.
Sapphire Products
Schwartz Chemical Co.
Scriptex Products Co., Inc.

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American Writing Ink Co., Inc.
Arabol Mfg. Co.
BRADLEY, MILTON, CO.
Carter's Ink Co., The
Commercial Paste Co., The
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Elliott, B. K., Co.
Industrial Latex Co.
Le Page's, Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Pomeroy, I., Co.
Ruxton Products, Inc.
S. S. Artist Materials, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Stafford, S. S., Inc.

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American Crayon Co.
American Writing Ink Co., Inc.
Arabol Mfg. Co.
Binney & Smith Co.
BRADLEY, MILTON, CO.
Commercial Paste Co., The
Craftint Mfg. Co.
Crescent Products Co.
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Autopoint Co.
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Bastian Bros. Co.
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Buxton, Inc.
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Cruver Mfg. Co.
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(See Stamp Affixers)

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(See also Fans, Electric)

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Dayton Electric Mfg. Co.
Diehl Mfg. Co.
Emerson Electric Mfg. Co.
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General Electric Co.
Guth, Edwin F., Co.
Howard Industries, Inc.
Kisco Co., Inc.
Lucas Mfg. Co.
Mandel, A., & Co., Inc.
Robbins & Myers, Inc.
Sutton, O. A., Corp.
Viking Air Conditioning Corp.
Welch, W. W., Co.
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Carrier Corp.
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Frigidaire Div.
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Mitchell Mfg. Co.
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Sutton, O. A., Corp.
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(See Envelopes, Air Mail)

Air Mail Paper
(See Paper, Air Mail)

Albums (Autograph)
(See Books, Guest)

Albums (Photograph)

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Allegan Paper Products Co.
AMBERG FILE & INDEX CO.
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American Kleer-Vu Plastics, Inc.
Apex Mfg. Co.
Arel, Inc.
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Guedon Co.
Harlich Corp.
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Kirk Plastic Co.
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MEIER, JOSHUA, CO., INC.
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Squires, Fred Albert
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(See Binders, Sales Presentation)

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(See Pads, Columnar)

Appointment Books

(See Books, Appointment)

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(See Files, Arch)

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Tip-action ash receptacle in handsome bronze finish with satin gold top.
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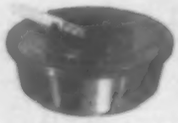

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Jumbo Safety Receptacle ideal for hotels, public buildings. Enormous capacity. Fastens securely to wall in minimum space. Tip-action. Metal inner liner may be partly filled with water for extra fire protection. Polished cast aluminum, capacity 2 quarts, opening 6 x 2".
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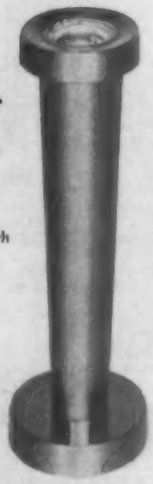

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Heavy duty tip-action smoker. Bronze finished with gold top. 21" high. Weight 9½ lbs.
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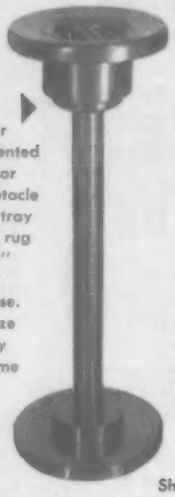

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(Continued from page 27)

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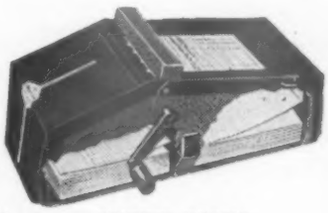

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In Steel And Wood

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Extra heavy 11" base. 8" liner. 1¾" post. Shipping weight assembled ready to use 19 lbs. Golden bronze, Statuary Bronze Plated or satin chrome.

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Cocktail Smoker
14" Stainless Steel beverage tray protects your floor covering. 11" base. Oversize ash receptacle can be removed, emptied, cleaned and replaced in a few seconds.
Finishes: bright or satin chrome and golden bronze satin finish stainless tray with all finishes. Shipping weight assembled ready for use 19 lbs.

All Smokers made of heavy (20 gauge) steel throughout. Bases heavily weighted to prevent tipping.

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Can-Pro Corp.
Chicago Saddlery Co.
Cleveland Leather Goods Co.
Commercial Controls Corp.
Galewski, A., & Sons, Inc.
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Strayer Coin Bag Co.
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Royal Cushion Co., Inc., The
Salomon, A. L., & Co.
Shank Leather Goods Co.
Standard Brief Case Co., Inc.
Stein Bros. Mfg. Co.

Ball Pen Cartridges

(To fit all pens)

American Pencil Co.
Arnold, R. L., Pen Co., Inc.
Autopoint Co.
Ferber Corp.
Fieldston Products Corp.
FISHER PEN CO.
Holt Pen Co.
Modern Pen Mfg. Co., Inc.
Ozark Pen Mfg. & Repair Co.
Scripto, Inc.
Waterman Pen Co., Inc.

Ball Point Pens

(See Fountain Pens, Ball Point)

Ballot Boxes

(See Boxes, Ballot)

Bank Furniture and Fixtures

(See Furniture, Bank and Fixtures)

Bank Supplies

ABBOTT COIN COUNTER CO.
ACCO PRODUCTS, INC.
Adams, S. G., Co.
American Passbook Co.
Ames Safety Envelope Co.
BANKERS BOX CO.
BANKERS & MERCHANTS, INC.
BOORUM & PEASE CO.
Currier Mfg. Co.
DACO CARD & INDEX CO.
DOWNEY, C. L., CO.
Dunleavy Co.
Exline, William, Inc.
Glick Bros.
Hadley, Charles R., Co.
Hall, J. C., Co.
Klipto Loose Leaf Co.
Koller & Smith Co., Inc.
Le Febure Corp.
Major Metalfab, Inc.
Mayer Mfg. Co.
National Blank Book Co.
NATIONAL PASS BOOK & SUPPLY CO.
Nichols, H. W., Salesbook Co.
NU-CRAFT PRODUCTS CO.
Procter, Fred, Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Shaw-Walker Co.
Sheppard, C. E., Co.
SMEAD MFG. CO., INC.
Spurgin Mfg. Co.
Strayer Coin Bag Co.
Todd Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watt & Gillogly, Inc.
Western Bank & Office Supply Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Bankers Note Cases

(See Cases, Bankers' Note)

Banks (Home Savings)

Chicago Thrift-Etching Corp.
Gits Molding Corp.
Hamilton Metal Products Co.
Parisian Novelty Co.
Park Sherman Co.
Quigley Co.
Weinman Bros., Inc.

Banquet Tables

(See Tables, Folding)

Barometers

American Thermo-Ware Co., Inc.
Compass Instrument & Optical Co., Inc.
Continental Mfg. Co., Inc.
Elliott, B. K., Co.
Fee & Stemwedel, Inc.
Harley's Clock Shop
Ohio Thermometer Co.
Swift & Anderson, Inc.
Taylor Instrument Co.
World Mfg. Co.

Bars (Office, Refrigerated)

Ard Mfg. Co., Inc. (Unrefrigerated)
Artkraft Mfg. Co.
Moss Atlas Corp.
Servel, Inc.
SPRINGER INDUSTRIES, INC.
Tri-Boro Enterprises, Inc.

Baskets (Mail)

(See Boxes, Mail, Office)

Benches (Office)

(See Settees)

Bibles

American Bible Society
Nelson, Thomas, & Sons
Oxford University Press
Winston, John C., Co.

Bill Folds

(See Wallets and Billfolds, Leather)

Bill Straps

(See Straps, Bill, Currency)

Bill Trays (Currency)

(See Trays, Bill, Currency)

Billing Attachments (Typewriter)

(See Typewriter Attachments, Billing)

Billing Machine Desks

(See Desks, Billing Machine)

Billing Machines

Addressograph-Multigraph Corp.
Allen, R. C., Business Machines, Inc.
Burroughs Corp.
International Business Machines Corp.
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Remington Rand Inc.
Samas Punched Card Div.
UNDERWOOD CORP.

Bills of Lading

(See Forms, Bills of Lading)

Binder Clips

(See Clips, Binder)

Binder Markers

(See Markers, Binder)

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Angler's Products Co.
Bro-Dart Industries
COOKS', INC.
Majestic Loose Leaf, Inc.
Major Services
Stationers Loose Leaf Co.

Binders (Catalog)

ACCO PRODUCTS, INC.
Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
American Beauty Cover Co.
Art Plastics Mfg. Co.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Bro-Dart Industries
Buchan Loose Leaf Records Co.
Burkhardt Co.
Coast Book Cover Co.
Collier Mfg. Corp.
Consolidated Loose Leaf, Inc.
Diebold, Inc.
Diemer, John F., Co.
ELBE FILE & BINDER CO., INC.
ELLINGSWORTH MFG. CO.
Emery Book Co.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Feldco Loose Leaf Corp.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Guedon Co.
Heinn Co.
Loose Leaf Devices Co.
Loose Leaf House
Majestic Loose Leaf, Inc.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
National Fiberstok Envelope Co.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
Plastic Service Co.
Remington Rand Inc.
Sheppard, C. E., Co.
SMEAD MFG. CO., INC.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Stein Bros. Mfg. Co.
Tenacity Mfg. Co.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
Vita Specialties Co.
Watt & Gillogly, Inc.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Catalog Carrying)

Ace Loose Leaf Bindery Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
DOPPELT, CHARLES, & CO., INC.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush, M. W., Loose Leaf
Galewski, A., & Sons, Inc.
Geneva Mfg. Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Heinn Co.
Lifton Mfg. Corp.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master Products Mfg. Co.
Master-Craft Corp.
Nu-Style Album and Binder Co.
Plastic Service Co.

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Sheet Holders	Sales Manuals
Minute Books	Presentation and Display Binders
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Simon Products Co.
Standard Brief Case Co., Inc.
Standard Leather Products, Inc.
Stationers Loose Leaf Co.
Stein Bros. Mfg. Co.
Vevier Loose Leaf Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Catalog, Counter Rack)

Ace Loose Leaf Bindery Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
Diebold, Inc.
DOPPELT, CHARLES, & CO., INC.
Federbush, M. W., Loose Leaf
Geneva Mfg. Co.
Loose Leaf House
Master Products Mfg. Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Vevier Loose Leaf Co.
WILSON JONES CO.

Binders (Chain Post)

Baer Strand Ledger & Binder Wholesale Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
McMillan Book Co.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Check)

(See Covers, Check Book)

Binders (Clip and Spring)

Ace Loose Leaf Bindery Co.
Baer Strand Ledger & Binder Wholesale Co.
Boyce, A. E., Co.
COOKE & COBB CO.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Feldco Loose Leaf Corp.
Free Hand Binder Co.
Huntting, H. R., Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Majestic Loose Leaf, Inc.
McMillan Book Co.
Neiman Loose Leaf & Bindery Co.
Sheppard, C. E., Co.
Vevier Loose Leaf Co.
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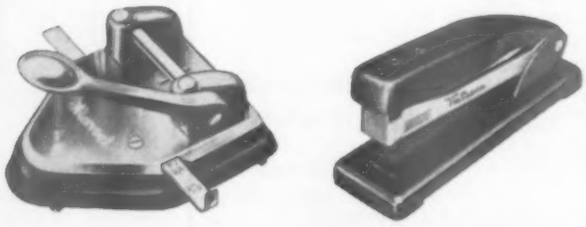

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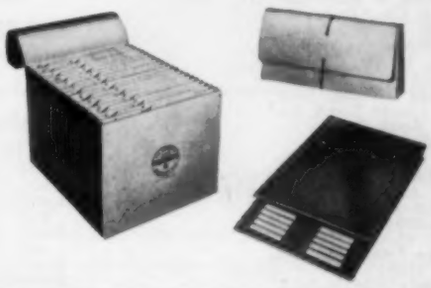
- File Pockets, Folders and Jackets
- Desk Files and Classifiers
- Anchor Clasp and Panel Envelopes
- No-Tye Expanding Files and Wallets



THE COOKE & COBB DIVISION

- Business Diaries and Reminders
- Appointment and Address Books
- Reservation Books
- Pocket or Purse Reminders
- Travel and Guest Books
- One and Five Year Gift Diaries

THE STANDARD DIARY DIVISION

- Desk Calendars—Plastic and Metal Bases
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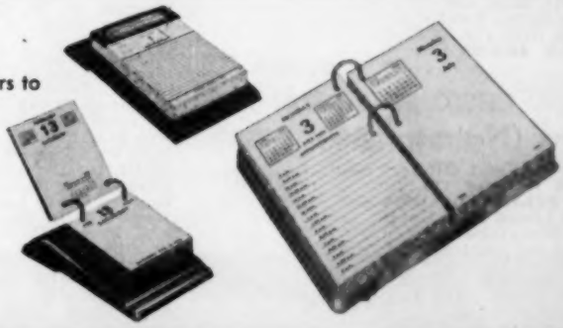
- Memo Packs in Plastic Holders to Match Calendar Bases
- Wall Calendars



DEFIANCE CALENDAR DIVISION

Binders (County Record)

Boyce, A. E., Co.
Cott Index Co.
Grand Rapids Loose Leaf Binder Co.
Hall & McChesney, Inc.
HAZEL, ERNEST, JR.
Le Febure Corp.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Procter, Fred, Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Gravity Locking)

Buchan Loose Leaf Records Co.
Loose Leaf House
Stationers Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Magazine)

(See also Covers, Magazine, Plastic)

Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
American Binder Co.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
Bro-Dart Industries
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Collier, Mfg. Corp.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Gaylord Bros.
Huntting, H. R., Co., Inc.
Loose Leaf Devices Co.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
McMillan Book Co.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Tenacity Mfg. Co.
Trussell Mfg. Co.
Vevier Loose Leaf Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg Co.

Binders (Meter Reader)

Ace Loose Leaf Bindery Co.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
ELBE FILE & BINDER CO., INC.
Grand Rapids Loose Leaf Binder Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Newspaper)

Ace Loose Leaf Bindery Co.
Barrett Bindery Co.
ELBE FILE & BINDER CO.
Feldco Loose Leaf Corp.
Globe-Wernicke Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Majestic Loose Leaf, Inc.
Neiman Loose Leaf & Bindery Co.
Remington Rand Inc.
Sheppard, C. E., Co.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.

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County Record

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American Binder Co.
ASSOCIATED STATIONERS SUPPLY CO.
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Barrett Bindery Co.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Coast Book Cover Co.
Conolly, Henry, Co.
Consolidated Loose Leaf, Inc.
Coppage Printing & Loose Leaf Co.
Cott Index Co.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Heinn Co., The
Joyce, Edward J., Filing Co. (Flexible)
Kay-Dee Co.
Keystone Binder Co.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
Martell, A. E., Co.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Procter, Fred, Co.
Reb-Wal Hunt Co.
Rediform Division
Remington Rand Inc.
Rogers Loose Leaf Co.
Ross-Martin Co.
S-K Forms Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Prong Fastener, Pressboard)

(See Covers, Pressboard)

Binders (Prong, Visible)

Ace Loose Leaf Bindery Co.
Baer Strand Ledger & Binder Wholesale Co.
BOORUM & PEASE CO.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Coast Book Cover Co.
Diebold, Inc.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
Master-Craft Corp.
McMillan Book Co.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Ring)

Ace Loose Leaf Bindery Co.
American Beauty Cover Co.
American Binder Co.
American Passbook Co.
Art Plastics Mfg. Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
Bert Mfg. Co.
BOORUM & PEASE CO.
Bosca, Hugo, Co., Inc.
Boyce, A. E., Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Chicago Binder & File Co.
Coast Book Cover Co.
Consolidated Loose Leaf, Inc.
Coppage Printing & Loose Leaf Co.
Diebold, Inc.
Doppelt, M. A.
Dowst Bindery & Loose Leaf Co.
ELBE FILE & BINDER CO., INC.
Exline, William, Inc.
Federbush Co. Inc., The
Federbush, M. W., Loose Leaf
Feldco Loose Leaf Corp.
Fontana Bros.
General Loose Leaf Bindery Co., Inc.
Grand Rapids Loose Leaf Binder Co.
Keystone Binder Co.
Lefax
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
Master-Craft Corp.
McMillan Book Co.
National Blank Book Co.
National Brief Case Mfg. Co., Inc.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
Plastic Service Co.
RECORDPLATE CO.
Redi-Record Products Co.
Reif, A., & Co.
Remington Rand Inc.
Rogers Loose Leaf Co.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Simon Products Co.
Standard Brief Case Co., Inc.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Thomases & Co.
Trussell Mfg. Co.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Sales Presentation)

Ace Loose Leaf Bindery Co.
AMBERG FILE & INDEX CO.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
Buchan Loose Leaf Records Co.
Burkhardt Co.
COOKS', INC.
Coast Book Cover Co.
Consolidated Loose Leaf, Inc.
CUSHMAN & DENISON MFG. CO.
Develco Products
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
ELLINGSWORTH MFG. CO.
Federbush, M. W., Loose Leaf
FORBES PRODUCTS CORP.
Grand Rapids Loose Leaf Binder Co
Guedon Co.
Handi-Hinge
Holson Binders, Inc.
Kingsbacher-Murphy Co
Lifton Mfg. Corp.
Loose Leaf Devices Co.
Loose Leaf House
Majestic Loose Leaf, Inc.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Modern Desk Pad Mfg. Co.
Nu-Style Album and Binder Co.
Plastic Service Co.
RECORDPLATE CO.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Simon Products Co.
SMEAD MFG. CO., INC.
Star Loose Leaf Co., Inc.
Stein Bros. Mfg. Co.
Tenacity Mfg. Co.
Transparent Specialties Corp.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Storage)

(See Binders, Transfer, Storage)

Binders (String)

(See String Binders, Ties)

Binders (Telephone Book)

Ace Loose Leaf Bindery Co.
American Binder Co.
Baer Strand Ledger & Binder Wholesale Co.
Barrett Bindery Co.
BOORUM & PEASE CO.
Bro-Dart Industries
Burkhardt Co.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Coast Book Cover Co.
Edgewater Mfg. Co., Inc.
Ehlbert Products
ELBE FILE & BINDER CO., INC.
Federbush, M. W., Loose Leaf
Grand Rapids Loose Leaf Binder Co.
HAZEL, ERNEST, JR.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Majestic Loose Leaf, Inc.
McMillan Book Co.
Neiman Loose Leaf & Bindery Co.
Nu-Style Album and Binder Co.
Osco Stationery Co.
RECORDPLATE CO.
Redi-Record Products Co.
Rogers Loose Leaf Co.
Shank Leather Goods Co.
Sheppard, C. E., Co.
Smith, S. K., Co.
STANDARD DIARY CO.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
Vita Specialties Co.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binders (Thin Post)

Baer Strand Ledger & Binder Wholesale Co.
Federbush, M. W., Loose Leaf
Grand Rapids Loose Leaf Binder Co.
Loose Leaf House
Majestic Loose Leaf, Inc.
McMillan Book Co.

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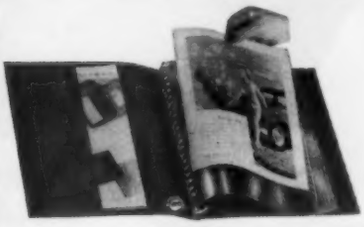

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Presentation binders and photo albums with acetate folders.

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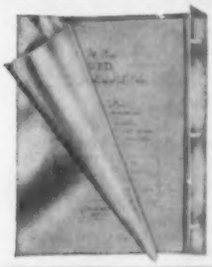
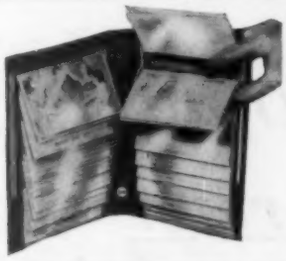
For 3-ring binders





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Card files and photo albums with acetate flip-up envelopes.

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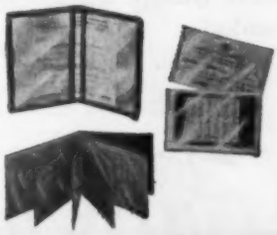

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V P D JOSHUA MEIER COMPANY, INC.
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(Continued from page 35)

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Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
WILSON JONES CO.

Binders (Thong)

ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Federbush, M. W., Loose Leaf
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Klipto Loose Leaf Co.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Majestic Loose Leaf, Inc.
Master-Craft Corp.
Remington Rand Inc.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Transfer-Storage)

ACCO PRODUCTS, INC.
Ace Loose Leaf Bindery Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baer Strand Ledger & Binder Wholesale Co.
BANKERS BOX CO.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Consolidated Loose Leaf, Inc.
COOKE & COBB CO.
Diebold, Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Geller, J. R., Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Joyce, Edward J., Filing Co.
Kay-Dee Co., The
Kline, W. R., Co.
Le Febure Corp.

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STOCK SIZES TO FIT THESE SHEETS:		
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Procter, Fred, Co.
Reb-Wal Hunt Co.
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Rogers Loose Leaf Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Strayer Coin Bag Co.
Tenacity Mfg. Co.
Vevier Loose Leaf Co.
Wabash Filing Supplies, Inc.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Tray)

Federbush Co., Inc., The
Hadley, Charles R., Co.
Le Febure Corp.
McBee Co., The
National Blank Book Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Watt & Gillogly, Inc.
WILSON JONES CO.

Binders (Visible, Ring)

Ace Loose Leaf Bindery Co.
American Binder Co.
Art Plastics Mfg. Co.
Automatic File & Index Co.
Baer Strand Ledger & Binder Wholesale Co.
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Guedon Co.
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Holson Binders, Inc.
Le Febure Corp.
Loose Leaf Devices Co.
Loose Leaf House, The
Majestic Loose Leaf, Inc.
Master Products Mfg. Co.
Master-Craft Corp.
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Moore, John C., Corp.
National Blank Book Co.
Neiman Loose Leaf & Bindery Co.
Plastic Service Co.
RECORDPLATE CO.
Remington Rand Inc.
Rogers Loose Leaf Co.
Ross-Gould Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
Trussell Mfg. Co.
Vevier Loose Leaf Co.
Vita Specialties Co.
Vue-Fax Corp.
Watt & Gillogly, Inc.
WILSON JONES CO.
Winfield Mfg. Co.

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Bristol Mfg. Co.
Buchan Loose Leaf Records Co.
Burkhardt Co., The
Carlton Brief Case Corp.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Eastern Bag Mfg. Co.
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Federbush Co., Inc., The
Federbush, M. W., Loose Leaf
Feldco Loose Leaf Corp.
Fontana Bros.
Green Bay Luggage Co., Inc.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Corp.
Loose Leaf House, The
Luxor Leathercraft Corp.
Major Leather Goods Mfg. Co.
McMillan Book Co.
National Blank Book Co.
National Brief Case Mfg. Co.
Northwest Leather Goods Co.
Redi-Record Products Co.
Reif, A., & Co.
Remington Rand Inc.
Reuben Co.
Shank Leather Goods Co.
Standard Brief Case Co., Inc.
Standard Leather Products, Inc.
Stein Bros. Mfg. Co.
Supreme Leather Goods Co.
Thomases & Co.
Trussell Mfg. Co.
U. S. Luggage & Leather Products Co.
Vernon, S. B. & M., Inc.
Vevier Loose Leaf Co.
WILSON JONES CO.
Winfield Mfg. Co.

Binding Machines

GENERAL BINDING CORP.
Rochester Wire-O Binding, Inc.
Spiral Binding Co., Inc.
Tauber Plastics, Inc.

Binding Posts

(See Loose Leaf Metals)

Binding Straps

(See Straps, Binding)

Bindings (Passe Partout)

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Gummed Tape & Devices Co.
MAY, J. L., CO., INC.
Reyburn Mfg. Co., Inc.

Bindings (Plastic)

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Bro-Dart Industries
Collier Mfg. Corp.
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Plastic Binding Corp.

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American Cancer Society

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Spiral Binding Co., Inc.
Superior Plastics, Inc.
Tauber Plastics, Inc.
Vita Specialties Co.

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GENERAL BINDING CORP.
Kamket Corp.
Rochester Wire-O-Binding, Inc.
Spiral Binding Co., Inc.
Wire-O Corp.

Blackboard Erasers

(See Erasers, Blackboard)

Blackboard Pointers

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N. Y. Silicate Book Slate Co.
ROWLES, E. W. A., CO.
Weber Costello Co.

Blackboards (Glass)

Glas-Board, Inc.
N. Y. Silicate Book Slate Co.

Blackboards (Hardboard)

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Fox, George E., & Co.
Hammett, J. L., Co.
N. Y. Silicate Book Slate Co.
ROWLES, E. W. A., CO.
SERVICE PRODUCTS DIV.
STEMPEL MFG. CO.
Weber Costello Co.

Blackboards (Mineral Type)

Beckley-Cardy Co.
ROWLES, E. W. A., CO.
Weber Costello Co.

Blackboards (Natural Slate)

Hammett, J. L., Co.
National School Slate Co.
N. Y. Silicate Book Slate Co.

Blackboards (Wood Fibre)

Beckley-Cardy Co.
N. Y. Silicate Book Slate Co.
ROWLES, E. W. A., CO.
Weber Costello Co.

Blank Books

(See Books, Blank)

Blanks (Legal)

(See Forms, Legal)

Blotter Books

(See Books, Blotter)

Blotters (Advertising)

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Charm Products Mfg. Corp.
Emeloid Co., Inc.
Gerlach-Barklow Co.
Goes Lithographing Co.
Kirk Plastic Co.
Kurtz Bros.
Merchants Industries, Inc.
Plastic Service Co.
Sanders Mfg. Co.
Stationers Specialty Corp.

Blotters (Desk Pad)

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American Binder Co.
AMERICAN PAD & PAPER CO.
Art Plastics Mfg. Co.
BANOV-BERNSLEY & CO., INC.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Ehlbert Products
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Hoffman, L.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
MEIER, JOSHUA, CO., INC.
Modern Desk Pad Mfg. Co., Inc.
Piltzer Qualiton Products, Inc.
Plastic Service Co.
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Reliable Stationers Specialties Co.
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SAINBERG & CO., INC.
Saxon Paper Corp.
Smith, S. K., Co.
Star Office Accessories Co.
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Stationers Specialty Corp.
Vevier Loose Leaf Co.
Wansco Paper Products Co., Inc.
Ward, Samuel, Mfg. Co.
WILSON JONES CO.
Wrenn Paper Co.

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BANOV-BERNSLEY & CO.
CHICAGO DESK PAD CO., INC.
Doringer Co.
Finch & McCullough
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Handi-Blott Co.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Reliable Stationers Specialties Co.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.
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Blotting Paper

(See Paper, Blotting)

Blueprint Files

(See Files, Blueprint)

Boards (Bulletin)

(See Bulletin Boards)

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(See In and Out Boards)

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(See Production Control Boards)

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(See Boxes, Bond)

Bond Paper
(See Paper, Bond)

Book Covers
(See Covers, Book)

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BANOV-BERNSLEY & CO., INC.
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Edgewater Mfg. Co., Inc.
GIFT CRAFT LEATHER CO.
POLAR MFG. CO.
Regal & Wade Mfg., Inc.
SAINBERG & CO., INC.

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Davey Products Co., Inc.
Demco Library Supplies
Erco Mfg Co.
Gabe Mfg. Corp.
Globe-Wernicke Co.
HEDGES MFG. CO.
Regina Metal Products Corp.
SMITH METAL ARTS CO., INC.
Weeks, Frank A., Mfg. Co.

Book Ends (Plastic)

Gits Molding Corp.
Lordell Corp. (Self-Closing)
Morris, Bert M., Co.
Serolite Corp.

Book Ends (Wood)

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Gaylord Bros., Inc.

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
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COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CO.
DOLIN METAL PRODUCTS, INC.
Durable Metal Products Co.
General Fireproofing Co.
Globe-Wernicke Co.
H-O-N CO., THE
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Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Stansteel Corp.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
Yawman and Erbe Mfg. Co.

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
BORROUGHS MFG. CO.
Clark, R. K., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
Dray Mfg. Co.
Durable Metal Products Co.
Equipto Div., Aurora Equipment Co.
Filex Steel Products, Inc.
Geller, J. R., Co.
General Fireproofing Co.
H-O-N CO., THE
Hope Metal Products, Inc.
Interior Steel Equipment Co.
Jayem Sales Corp.
Lennox Metal Mfg. Co., Inc.
Midland Manufacturing, Inc.
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ORNA METAL PRODUCTS CO.
PARKER STEEL PRODUCTS, INC.
Royal Metal Mfg. Co.
Shaw-Walker Co.
Stansteel Corp.
Steel Furniture Mfg. Co.
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BERGER MFG. DIVISION
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General Fireproofing Co.
Globe-Wernicke Co.
Hope Metal Products, Inc.
Metal Office Furniture Co.
PARKER STEEL PRODUCTS, INC.
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Remington Rand Inc.
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Watson Mfg. Co.

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Globe-Wernicke Co.
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Huntington Chair Corporation
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IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
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JASPER TABLE CO., INC.
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Miller, Herman, Furniture Co.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
Nucraft Furniture Co.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
Scerbo, Frank, & Sons, Inc.
Seaburg Mfg. Co.
Shelbyville Desk Co.
Sloane, W. & J.
Standard Furniture Co.
Stow & Davis Furniture Co.

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Buckstaff Co.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Donie Chair & Mfg. Co., Inc.
Excellent Cabinet Works Co.
Executive Furniture, Inc.
G. R. PRODUCTS, INC.
Garland Furniture Co.
Globe-Wernicke Co.
Great Lakes Store & Office Fixture Co.
Hanes Chair & Furniture Co., Inc.
Huntington Chair Corporation
Ideal School Supply Co.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Laun, A. A., Furniture Co.
Leopold Co.
Morval Corp.
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Standard Furniture Co.

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(See Desks, Machine Bookkeeping, Steel)

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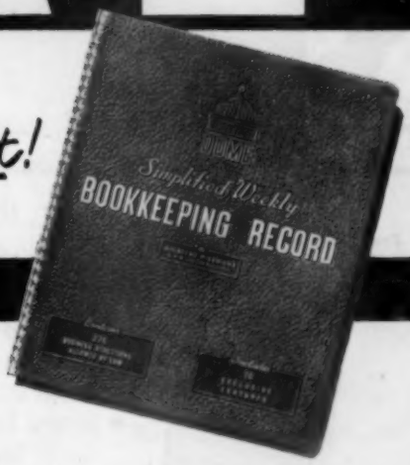

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Mill-Green Publishing Co.
Mohler, A.
National Cash Register Co.
Pemberton, Lewis N., Ptg. Co. (Automotive)
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Sheppard, C. E., Co.
Stationers Loose Leaf Co.
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(See Trays, Posting)

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(See Racks, Book)

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Commonwealth Publishing Co.
DOME PUBLISHING CO., INC
Ersco
Grand Rapids Loose Leaf Binder Co.
Greenwood Co., The
Hadley, Charles R., Co.
IDEAL SYSTEM CO.
Johnson, A. L., Co.
Klipto Loose Leaf Co.
Le Febure Corp.
Master-Craft Corp.
McMillan Book Co.
Mill-Green Publishing Co.
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Enger-Kress Co.
Finch & McCullough
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Ward, Samuel, Mfg. Co.
WILSON JONES CO.

Books (Composition)

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AMERICAN PAD & PAPER CO.

Books (Composition)
(Continued from page 41)

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Greg Sales Co., Inc.
Hano Paper Co., Inc.
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(See Books, Minute)

Books (County Record)

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Casto & Harris, Inc.
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Moore Business Forms, Inc.
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(See Forms, Drafts, Notes, Receipts)

Books (Expense, Automobile)

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(See Binders, Ring)

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(See Books, Manifold)

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(See Files, Storage)

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(See Boxes, Cash)

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Shank Leather Goods Co.
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Shank Leather Goods Co.
Standard Brief Case Co., Inc.
Stein Bros. Mfg. Co.
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WILSON JONES CO.
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Lexington Leather Goods Co.
Lifton Mfg. Corp.
National Brief Case Mfg. Co., Inc.
Reif, A., & Co.
Reuben Co.
Shank Leather Goods Co.
Standard Brief Case Co., Inc.
Stein Bros. Mfg. Co.
Thomases & Co.
Warren Leather Goods Co.
WILSON JONES CO.
Winfield Mfg. Co.

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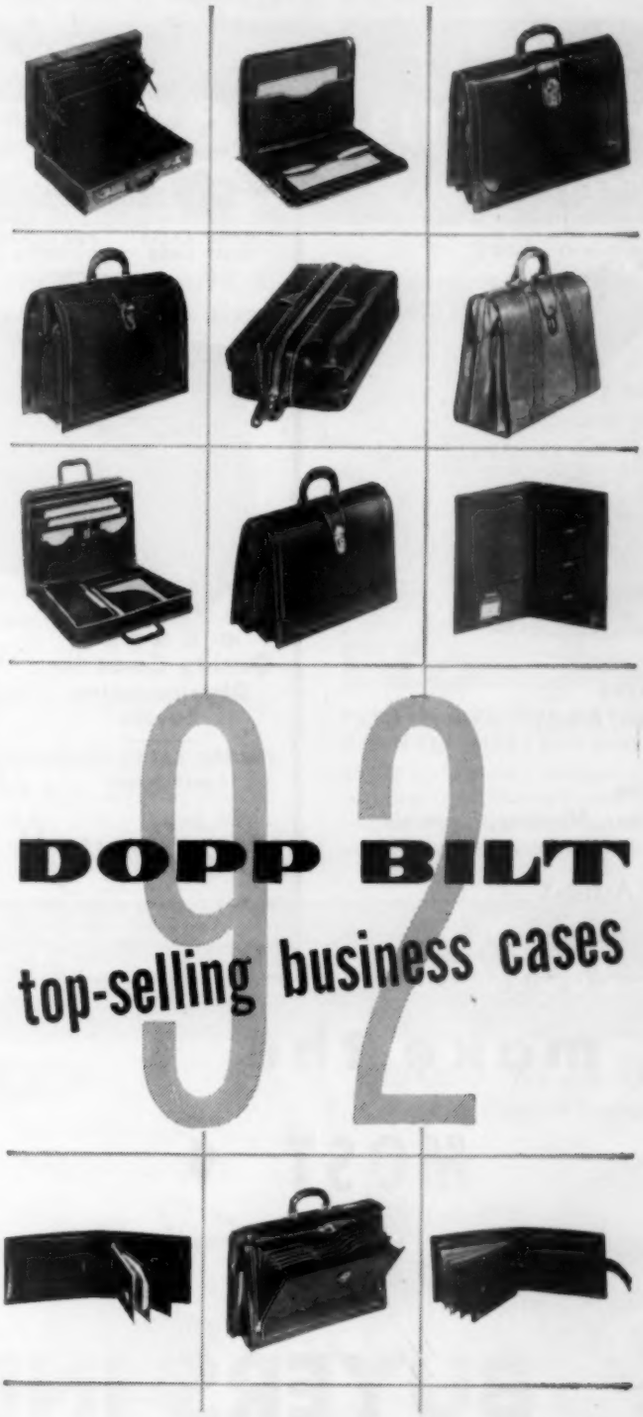

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(Continued from page 45)

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(See Covers, Brief)

Brush Pens

(See Brushes, Marking, Fountain)

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Applicator Co.
BRADLEY, MILTON, CO.
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Glue-Fast Equipment Co., Inc.
Grumbacher M., Inc.
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Maendler Brush Mfg. Co., Inc.
Myers, Fred L., Co., Inc.
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Eyer & Co.
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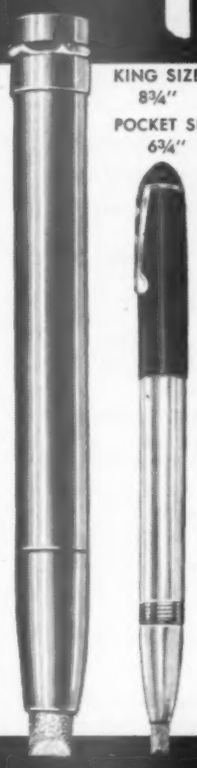

KING SIZE 8¾"
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FOR SHIPPING CLERKS, ARTISTS, STORES, OFFICES, FACTORIES, HOMES. Writes on any Surface—glass, metal, cellophane, foil, cloth, wood, paper.

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Binder Clip

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• handles may be folded back or removed
• 3 Binding Capacities
#2 – ⅜" #5 – ⅝" #10 – 1¼"

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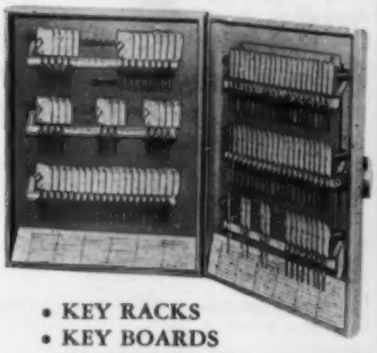

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COMPANY .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Brushes (Marking, Fountain)

(Continued from page 46)

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(See Clips, Bulldog)

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$1.50 each — $18.00 doz.

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Attractive desk-drawer kit contains one each of the Typemaster, Handimaster, and Stenomaster. Packaged one dozen Steno Brush-Kits to the chipboard box. Cartoned 1 doz.; 6 doz.; 12 doz. to the corrugated box.

- **TYPEMASTER Type Cleaning Brush** — **50c each, $6.00 doz.**
  Cleans type without benefit of solvents. Brush cleans easily in soap and water.
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  Permanently locked-in construction will not release grip on the bristles. No worry of loose bristles clogging or jamming the machine.
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Stansteel Corp.
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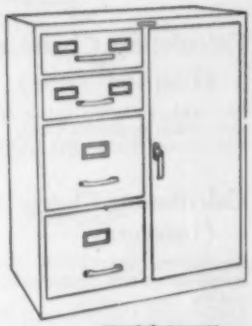
H-O-N UNIFILES with UNILOCK

Model 32 AU

These combination units are "dealers choice." Nine models to choose from in three different styles as described below. All drawers roll on ball bearings; rugged inner case construction; torque plates in base strengthens for shipping and for use; adjustable shelves. One model has security vault with dial lock. Card drawers hold 3000 (3x5 or 4x6) cards. Letter drawers with guides and follower blocks. Grey or green baked enamel over rust-resistant prime coat.

Model 38 DD



Model 38 AU

32-A series (32H x 29W x 16D)

32 AU.....with Unilock
32 AD.....with separate safety vault compartment
32 A.....door lock only

38-A series (38H x 29W x 16D)

38 AU.....with Unilock
38 AD.....with separate safety vault
38 A.....door lock only

38-D series (38H x 29W x 16D)

38 DU.....with Unilock
38 DD.....with separate safety vault
38 D.....door lock only

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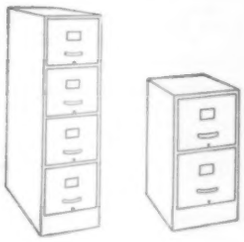

All drawers roll on ball bearings. Extra rugged Z-bar case construction. Double wall drawers. Plunger type locks or without locks, as desired. Grey or green baked enamel over rust-resistant prime coat. A very sturdy, durable unit that delivers satisfaction.

4 DRAWER
51 H x 26½ D x 14⅞ W

104.....Letter size
104P.....with plunger lock
104C.....Legal size
104CP.....with plunger lock

2 DRAWER
29 H x 26½ D x 14⅞ W

102.....Letter size
102P.....with plunger lock
102C.....Legal size
102CP.....with plunger lock

STEEL BOOKCASES WITH SLIDING GLASS DOORS • POPULAR • MODERN

These bookcase units are designed for use singly or in series. Handsome finish and modern appearance make them popular for both home and office installation. Fine baked enamel in grey or green over a rust-resistant prime-coat. Heavy rolled finish glass sliding doors.

30-B
30 x 11¾ x 34½

48-B
48 x 11¾ x 34½

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THE H-O-N CO., MUSCATINE, IOWA

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(Continued from page 50)

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Stow & Davis Furniture Co.

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Hourmaster, The
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Graphic Calculator Co.
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Perrygraf Corp.
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Calculating Devices (Payroll)

(See Calculating Devices, Wage and Time, and Withholding Tax)

Calculating Devices (Profit)

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Graphic Calculator Co.
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EVANS SPECIALTY CO., INC.
Graphic Calculator Co.
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TelaTotal Sales Co.

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Bates Accounting Forms Co., Inc.
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VICTOR SAFE & EQUIPMENT CO.

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(See Desks, Calculating Machine)

Calculating Machine Parts

(See Adding and Calculating Machine Parts)

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(See Calculating Charts and Tables)

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If the ad is not adjacent to the listing, refer to the Advertisers Index inside the back cover.

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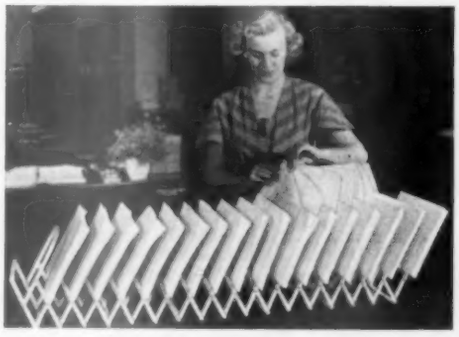

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WRITE, INC.

Write Incorporated

CARBON PAPERS

TYPEWRITER RIBBONS

The Kind Your Customers **RE-ORDER!**

Smart stationers know that it pays to give their customers 100 cents' worth of value for each dollar. They know that only satisfied customers keep coming back for more. That's why they like to sell Write Carbon Papers and Typewriter Ribbons. Customers love'em because they make cleaner letters, better carbons, more copies at one typing.

We make it a point to keep our customers happy, too. And that's why we'll turn somersaults to give them what they want—at any time! Anything *special* on your mind? If so, just write Write.

Order Write — Sell Write — Make the Write Kind of Profits!

Write Incorporated

420 Lexington Ave. New York 17, N. Y.
Factory: Bridgeport, Conn.

Carbon Sets (Carbon and Second Sheet)

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Consolidated Business Systems, Inc.
Copy Papers Sales & Service Agency, Inc.
Duplicating Papers, Inc.
Ennis Tag & Salesbook Co.
Ersco
General Manifold and Printing Co.
HANO, PHILLIP, CO., INC.
Kee Lox Mfg. Co., Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Moore Business Forms, Inc.
National Litho Forms Co.
Newport News Forms Co., Inc.
Nichols, H. W., Salesbook Co.
Pacific Carbon & Ribbon Mfg. Co.
Port Huron Sulphite & Paper Co.
POTOMAC PRODUCTS CORP.
Quest Mfg. Co.
Rediform Division
Reynolds & Reynolds Co.
Stenno Ribbon & Carbon Mfg. Co.
Smith-Corona Inc.
Uarco Incorporated
Vue-Fax Corp.
Watts, Alfred Allen, Co., Inc.
Workman Mfg. Co.

Card Cases (Calling Card)

(See Cases, Calling Card)

Card Catalog Files

(See Furniture, Library)

Card and Paper Cutters

(See Trimming Boards)

Card Holders (Display)

(See Holders, Price Card)

Card Holders (Transparent)

(See Holders, Card, Transparent)

Card Index Files

(See Files, Card Index)

Card Index Systems
(See Index Guides, Card)

Card Index Trays
(See Files, Card Index, Tray)

Card Sorting Systems (Rod Type)

Boeckeler Instrument Co.
E-Z Sort Systems, Ltd.
Hadley, Charles R., Co.
McBee Co., The
Superior Business Machines, Inc.

Cards (Business and Personal)

Affleck Stationery Co.
Anderson & Sons, Inc. (Metal)
Art Emboss-Print Co.
Barnard, George D., Co.
Ersco
Leader Card Works
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Reynolds & Reynolds Co.
Royal Imprints, Inc.
Stauder Engraving Co.
Wiggins, John B., Co.

Cards (Greeting)
(See Greeting Cards)

Cards (Index)
(See Index Cards)

Carpets and Rugs

Bigelow-Sanford Carpet Co., Inc.
Firth Carpet Co.
Olson Rug Co.
Smith, Alexander, & Sons Carpet Co.

Carton Openers
(See Openers, Carton)

Cartridges (Ball Point Pen)
(See Ball Pen Cartridges)

Cases (Atlas)

Equipto Div., Aurora Equipment Co
Globe-Wernicke Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sjostrom, John E., Co.

Cases (Bankers' Note, Metal)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
Currier Mfg. Co.
Le Febure Corp.
Major Metalfab, Inc.
NU-CRAFT PRODUCTS CO.
Strayer Coin Bag Co.
Weis Mfg. Co.

Cases (Bankers' Note, Wallet)

ABBOTT COIN COUNTER CO.
Art Plastics Mfg. Co.
Boyle Leather Goods Co., Inc.
Chicago Saddlery Co.
Columbia Walescraft, Ltd.
Continental Bank-Supply Co.
COOKE & COBB CO.
DOPPELT, CHARLES, & CO., INC.
National Fiberstok Envelope Co.
SMEAD MFG. CO., INC.
Strayer Coin Bag Co.
WILSON JONES CO.
Winfield Mfg. Co.
Yawman and Erbe Mfg. Co.

Cases (Bill Head)
(See Files, Bill Head, Wall Type)

Cases (Brief)
(See Brief Cases)

Cases (Calling Card, Leather)

Ameron Wallet & Leather Novelty Co.
Amity Leather Products Co.
Art Plastics Mfg. Co.
Brown & Bigelow
Buxton, Inc.
Charm Products Mfg. Corp.
Doppelt, M. A.
Dreyfuss, H., & Co.
Enger-Kress Co.
Knickerbocker Leather & Novelty Co., Inc.
Landa Leather Products Co.
Stationers Specialty Corp.
Wiggins, John B., Co.
Wilson Memindex Co.

Cases (Calling Card, Plastic)

Angler's Products Co.
Art Plastics Mfg. Co.
Autopoint Co.
Barwel Mfg. Co., Inc.
Blank, Arthur, & Co.
Bro-Dart Industries
Collier Mfg. Corp.
Kirk Plastic Co.
Markilo
MEIER, JOSHUA, CO., INC.
Plastic Service Co.
Robert Mfg. Co.
Veri-Nu Products Co.
Vita Specialties Co.

Cases (Correspondence)

BANOV-BERNSLEY & CO.
Burkhardt Co.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
Knickerbocker Leather & Novelty Co.
Landa Leather Products Co.
Lexington Leather Goods Co.
Majestic Loose Leaf, Inc.
Mason Stationery Products, Inc.
National Brief Case Mfg. Co., Inc.
POLAR MFG. CO.
Redi-Record Products Co.
SAINBERG & CO., INC.
Stationers Specialty Corp.
Vevier Loose Leaf Co.

Cases (Display)
(See Fixtures, Store, Showcases)

Cases (Insurance)

American Kleer-Vu Plastics, Inc.
Art Plastics Mfg. Co.
DOPPELT, CHARLES, & CO.
Insurance Managers & Agents Supply Co.
Kirk Plastic Co.
Landa Leather Products Co.
LEATHERCRAFT, INC.
Lexington Leather Goods Co.
Lifton Mfg. Co.
National Brief Case Mfg. Co., Inc.
New Rexbilt Leather Goods Corp.
Reif, A., & Co.
Standard Brief Case Co., Inc.
Winfield Mfg. Co.

Cases (Laundry)

Can-Pro Corp.
Fibre Case & Novelty Co., Inc.
General Fibre Products Co.
Kuntzendorf, C., & Co. (Aluminum)
U. S. Travelware Corp.

Cases (Music)

Lexington Leather Goods Co.
Lifton Mfg. Co.
Standard Brief Case Co., Inc.
Winfield Mfg. Co.

Cases (Office Machine)
(See Cases, Typewriter)

Cases (Pamphlet)

Demco Library Supplies
Gaylord Bros., Inc.
Globe-Wernicke Co.

Cases (Salesmen's Sample)

American Trunk & Case Co.
Barwel Mfg. Co., Inc.
Burkhardt Co.
Chicago Saddlery Co.
DOPPELT, CHARLES, & CO.
Doppelt, M. A.
Dresner, S., & Son, Inc.
Fiberbilt Sample Case Co., Inc.
Galewski, A., & Sons, Inc.
Knickerbocker Case Co.
Lifton Mfg. Corp.
Luxor Leathercraft Corp.
National Brief Case Mfg. Co.
Reif, A., & Co.
Reuben Co.
Standard Brief Case Co., Inc.
Stein Bros. Mfg. Co.
Thomases & Co.
U. S. Luggage & Leather Products Co.
Warren Leather Goods Co.
Winfield Mfg. Co.

Cases (Transfer)
(See Files, Storage)

Cases (Trophy)

Beckley-Cardy Co.
Carlton-Surrey, Inc.
Columbus Show Case Co.
Excellent Cabinet Works Co.
Ideal School Supply Co.
Michaels Art Bronze Co., Inc.
Newman Bros., Inc.
ROWLES, E. W. A., CO.

Cases (Typewriter)

Ames Supply Co.
Knickerbocker Case Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg Co.
Typewriter Accessories Co.
U. S. Luggage & Leather Goods Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Warren Leather Goods Co.
Winship Co.

Cash and Strong Boxes
(See Boxes, Cash)

Cash Drawer Bases

ARNOT-JAMESTOWN CORP.
Indiana Cash Drawer Co.
International Cash Register & Parts Co.
Leeds Cash Register Mfg. Co.
Remington Rand Inc.
Uarco Incorporated
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Cash Drawers
(Adding Machine Attached)

Allen, R. C., Business Machines, Inc.
Burroughs Corp.
Clary Multiplier Corp.
Monroe Calculating Machine Co.
Remington Rand Inc.
Smith-Corona Inc.

Cash Drawers
(Autographic Register Attached)

Accurate Sales Book Co.
AMERICAN REGISTER CO.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
Egry Register Co.
Hamilton Autographic Register Co.
Indiana Cash Drawer Co.
Miami Systems Corp.
Moore Business Forms, Inc.
National Carbon Coated Paper Co.
Nichols, H. W., Salesbook Co.
Rediform Division
Shelby Salesbook Co.
Uarco Incorporated

Cash Drawers (Under Counter)

ABBOTT COIN COUNTER CO.
ARNOT-JAMESTOWN CORP.

DID YOU KNOW THAT THE NEW REGNA CASH REGISTER IS ALSO AN ADDING and BOOKKEEPING MACHINE?

A "Easy View" curved window shows each amount rung up.

B New ribbon printing mechanism provides *single* and *double* cash receipts: one for your customer, one for your records.

C "Greased Lightning" push button operation with keys scientifically designed and numbered for minimum finger and eye fatigue.

D A masterpiece of streamlined design with gleaming enamel finish, chrome plated rust-resistant trim.

THE REGNA IS THE MOST BEAUTIFULLY DESIGNED CASH REGISTER TODAY!

Here at last is the all-purpose machine specifically designed for those small and average-size merchants who comprise the bulk of your *volume market!*
A machine so versatile, so magnificently engineered and designed, it's destined to tally up the biggest sales record in your experience! Exaggeration? Just compare Regna feature for feature, price for price with any other similar machine on the market today. You'll be convinced that with Regna you have the trump card, the shot-in-the-arm your business needs!

Nationally advertised to millions of retailers in every field . . . fully backed with dealer promotional material. *Easy time-payment plan for your customers.*

REGNA CASH REGISTER

REGNA CASH REGISTERS, Inc.
175 Fifth Avenue
New York 10, N. Y.

GET ALL THE FACTS ABOUT REGNA FILL IN COUPON NOW!

Regna Cash Registers, Inc.
175 Fifth Avenue New York 10, N. Y.

Gentlemen:
Please rush more information on the new Regna and tell me how I can become a Regna dealer.

Name_____
Company_____
Address_____
City_____ Zone_____ State_____

Cash Drawers (Under Counter)

(Continued from page 59)

General Fireproofing Co.
Heller, W. C., & Co.
Indiana Cash Drawer Co.
International Cash Register & Parts Co.
MOSLER SAFE CO.
Orthwine, Rudolf, Corp.
Tucker-Dorsey Mfg. Corp.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Cash Register Parts

International Cash Register & Parts Co.
Leeds Cash Register Mfg. Co.
National Cash Register Co.
Pearl Engraving Corp.

Cash Register Rolls

(See Rolls, Paper, Cash Register)

Cash Registers (Standard)

Allen, R. C., Business Machines, Inc.
Burroughs Corp.
Clary Multiplier Corp.
Federal Cash Register Co.
McCaskey Register Co.
National Cash Register Co.
REGNA CASH REGISTERS, INC.
Remington Rand Inc.
Rockwell Register Corp.
Smith-Corona Inc.

Cashier's Pad Racks

(See Racks, Cashier's Pad)

Caster Bases (Filing Cabinet)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIV.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Caster Cups (Glass)

Anchor Hocking Glass Corp.
Hazel-Atlas Glass Co.
Sneath Glass Co.

Caster Cups (Metal)

Darnell Corp., Ltd.
Weber-Knapp Co.

Caster Cups (Plastic)

Armstrong Cork Co.
BASSICK CO.
FAULTLESS CASTER CORP.
Floorcraft Co.

Caster Cups (Rubber)

BASSICK CO.
Darnell Corp., Ltd.
FAULTLESS CASTER CORP.
Floorcraft Co.
Konko Sales Co.
MASTER MFG. CO.
Schacht Rubber Mfg. Co.
Sun Rubber Co.

Casters (Furniture, Office)

Adjustable Caster Co.
BASSICK CO.
Colson Corp.
Darnell Corp., Ltd.
FAULTLESS CASTER CORP.
Floorcraft Co.
Kilian Mfg. Co.
Liebman, A. L., & Son, Inc.
MASTER MFG. CO.
NATIONAL LOCK CO.
Phoenix Caster Co., Inc.
Rosen, S., Mfg. Co.
Schacht Rubber Mfg. Co.
Schatz Mfg. Co.

"It's a Bassick"

THE BASSICK LINE is the world's largest . . . when you sell Bassick office chair casters and floor-protection equipment you can guarantee satisfaction . . . render a real service to your customer . . . and there is *profit* in selling casters.

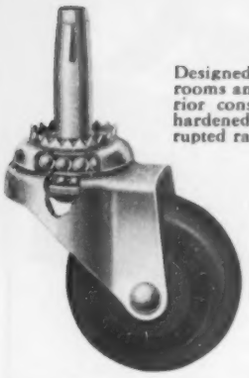
THE BASSICK COMPANY, Bridgeport 2, Connecticut. Division of Stewart-Warner Corporation. *Canadian Division:* Stewart-Warner-Alemite Corp., Ltd., Belleville, Ontario.

NOELTING

SPECIFY **Faultless**

CASTERS, CUPS and GLIDES

for more complete applications on more types of furniture, at more profit. It's the Quality Line priced for volume sales.



WOOD FURNITURE DOUBLE BALL BEARING SWIVEL CASTERS

Designed especially for use on chairs in offices, study rooms and libraries, where quiet is essential. Of superior construction, this caster has two full rows of hardened ball bearings swiveling freely in uninterrupted raceways. Low over-all height, dust-proof construction. Bearings lubricated at factory. Furnished with either Ruberex (cushion tread) or Plaskite (hard tread) wheel. A very easy swiveling caster.

Copper Oxidized Finish

Style No.	Kind of Wheel	Diam. of Wheel	Weight Per Set of 4
2478	Ruberex	1⅝"	1 Lb. 6 Oz.
2479	Ruberex	2"	1 Lb. 10 Oz.
2378	Plaskite	1⅝"	1 Lb. 4 Oz.
2379	Plaskite	2"	1 Lb. 10 Oz.

Packed 1 Set in Individual Display Carton

FURNITURE CUPS FOR STATIONARY FURNITURE

Packed 1 Set in Individual Display Carton

Faultless Unbreakable Rockite and Ruberex Cups for heavy stationary furniture protect floor coverings. Made in fadeless brown shade.

SQUARE CUPS

Style No.	Size of Opening	Cushion Base	Hard Base
SC4 112	1½"	Ruberex	
SC4 134	1¾"	Ruberex	
SC4 200	2"	Ruberex	
SC4 258	2⅝"	Ruberex	
SC7 112	1½"		Rockite
SC7 134	1¾"		Rockite
SC7 200	2"		Rockite
SC7 258	2⅝"		Rockite

ROUND CUPS

Style No.	Size of Opening	Cushion Base	Hard Base
RC4 138	1⅜"	Ruberex	
RC4 158	1⅝"	Ruberex	
RC7 138	1⅜"		Rockite
RC7 158	1⅝"		Rockite

CNS CUSHION CHAIR GLIDES

Faultless Flexible Cushion Chair Glides are made of hardened steel with rubber insulation. The live rubber acts as a shock absorber, protects chair against jars and vibration. Smooth rounded edges protect floor. Nickel finish.

No.	Base Diameter	Weight Per Set
CNS 078	⅞"	1½ Oz.
CNS 116	1 1/16"	2¾ Oz.
CNS 114	1¼"	3¾ Oz.
CNS 112	1½"	4½ Oz.

Faultless Cushion Chair Glide with machine screw attachment. 8-32 thread. For use on metal chairs. Furnished with nut.

SRS CUSHION CHAIR GLIDES WITH MACHINE SCREW ATTACHMENT

Packed in Bulk

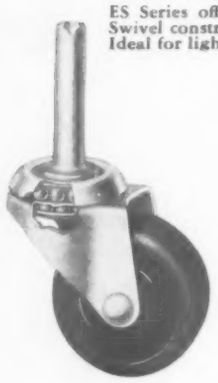
No	Base Diameter	Weight Per Set
SRS 078	⅞"	1½ Oz.
SRS 116	1 1/16"	2¾ Oz.
SRS 114	1¼"	3¾ Oz.
SRS 112	1½"	4½ Oz.

UMBRELLA TYPE GLIDE FOR METAL TUBING

Especially designed for quick, permanent application to office, school and institutional metal tube furniture. Rubber cushion insulates metal from metal, eliminates noise or vibration. Spring steel umbrella. Nickel finish base.

Glide No.	Base Dia.	Socket No.	Tubing Inside Dia.	Tubing Outside Dia.
DRS 078	⅞"	201	.4375	9/16"
DRS 116	1 1/16"	203	.5625	11/16"
		204	.625	¾"
		206	.870	1"
		212	1.027	1⅛"

*Furnished with legmount.



METAL FURNITURE DOUBLE BALL BEARING CASTERS

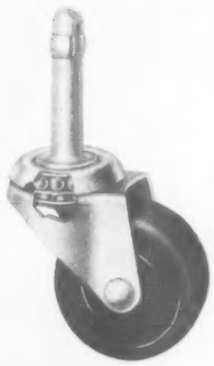
ES Series offers combined features of Double Ball Bearing Swivel construction, and pivot bearing stem for steel sockets. Ideal for light duty metal tube furniture.

Style No	Diam. of Wheel	Kind of Wheel	Weight Set of 4 (Lbs.)
ES338	1⅝"	Plaskite	1¼
ES438	1⅝"	Ruberex	1¼
ES339	2"	Plaskite	1½
ES439	2"	Ruberex	1½

STEEL SOCKETS FOR ES CASTERS

Socket Number	I.D. Round Tube	O.D.
120	.777	⅞"
121	.810	1"
123	.872	1 1/16"
123A	.872	1 1/16"
124	.844	1"
124A	.844	1"
125	.894—.902	1"—1 1/16"
126	1.072	1¼"
126A	1.072	1¼"
127	1.120	1¼"
127A	1.120	1¼"
129	1.816—1.830	1 29/32"—1.9"
131	1.430 Square	1½" Square

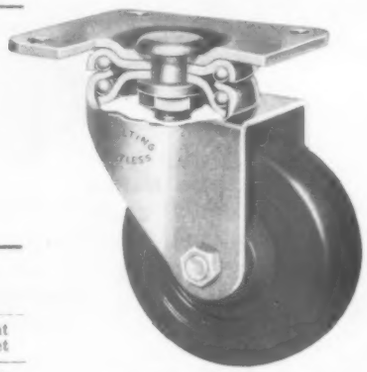
Letter "A" designates nickel plated steel skirt.



EW SERIES WITH FRICTION GRIP STEM

Double ball bearing swivel with two complete rows of balls. Low overall height.

Style No.	Diam. of Wheel	Kind of Wheel	Weight Set of 4 (Lbs.)
EW338	1⅝"	Plaskite	1¼
EW438	1⅝"	Ruberex	1¼
EW339	2"	Plaskite	1½
EW439	2"	Ruberex	1½

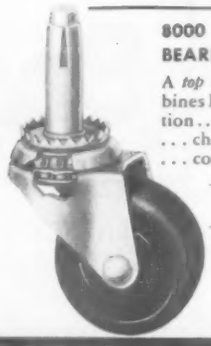


1100 SERIES LIGHT DUTY DOUBLE BALL BEARING CASTER

Has two complete ball races, using best grade balls, all bearing surfaces hardened, special king pin construction, dustproof. Furnished with Roller Bearing Ruberex or Plaskite wheels. A very strong, durable caster.

Style No.	Kind of Wheel	Diam. Wheel	Size Plate	Lbs. Cap Each
1123-3	Ruberex	3"	4 x 4	200
1123-4	Ruberex	4"	4 x 4	250
1131-3	Plaskite	3"	4 x 4	300
1131-4	Plaskite	4"	4 x 4	350

Rubber Tired Wheels Available



8000 SERIES DOUBLE BALL BEARING GRIP NECK CASTERS

A *top quality* double ball bearing office chair caster. Combines lowest overall height for this type precision construction . . . dustproof design . . . lubricated, hardened raceways . . . choice of hard or cushion tread composition wheels . . . copper oxidized finish. Packed one set in box.

Style No.	Diameter of Wheel	Kind of Wheel	Weight Per Set
8375	1¼"	Plaskite	1 lb.
8378	1⅝"	Plaskite	1 lb.
8379	2"	Plaskite	1 lb. 5 oz.
8478	1⅝"	Ruberex	1 lb.
8479	2"	Ruberex	1 lb. 5 oz.

FAULTLESS CASTER CORPORATION DEPT. OA-52, EVANSVILLE 7, IND

Branches in Atlanta, Boston, Chicago, Cleveland, Dallas, Detroit, Grand Rapids, High Point, Houston, Indianapolis, Los Angeles, New York, St Louis. Canadian Factory: Stratford, Ontario

Casters (Furniture, Office, Adjustable)

Adjustable Caster Co.
Colson Corp.
FAULTLESS CASTER CORP.
Floorcraft Co.
Kilian Mfg. Co.
Liebman, A. L., & Son, Inc.
NATIONAL LOCK CO.
Rosen, S., Mfg. Co.
Schacht Rubber Mfg. Co.

Casters (Truck)

BASSICK CO.
Colson Corp.
FAULTLESS CASTER CORP.
Floorcraft Co.
Hamilton Caster & Mfg. Co.
Kilian Mfg. Co.
Nutting Truck & Caster Co.
Phoenix Caster Co.
Rosen, S., Mfg. Co.
Schacht Rubber Mfg. Co.

Catalog Binders
(See Binders, Catalog)

Catalog Racks
(See Binders, Catalog, Counter Rack)

Catalogs (Stock)

ASSOCIATED STATIONERS SUPPLY CO.
BANKERS & MERCHANTS, INC.
Dalton, Wm. J., Advertising

Cellarettes
(See also Bars, Office, Refrigerated)

CEL-U-DEX CORP.
Garland Furniture Co.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
National Desk Co.
Tri-Boro Enterprises, Inc.
Westcort Co.

Cellophane Bags
(See Bags, Cellophane)

Celluloid Sheet Protectors
(See Sheet Protectors)

Chair Bumpers
(See Bumpers and Guards, Furniture)

Chair Glides and Tips
(See Glides and Tips)

Chair Irons and Swivels

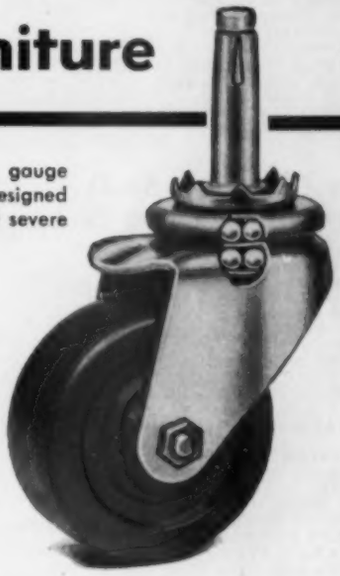
Automotive Stamping Co.
BASSICK CO.
Collier-Keyworth Co.
MURPHY-MILLER, INC.
Seng Company

Chair Mats
(See Mats, Chair)

Chair Pads and Cushions
(See Cushions, Chair)

Chair Springs
(See Chair Irons and Swivels)

"Master-Made" CASTERS for Office Furniture



These casters are made of extra heavy gauge steel to insure great strength. They are designed to give utmost satisfaction under the most severe service conditions.

Special Features

BALL BEARINGS extra heavy with precision engineered races . . .
WHEELS of molded rubber, choice of either hard or soft tread. . . .
AXLE is non-turning, easily removed for changing wheels . . .
STEM is precision machined . . . SWIVEL, floating action type . . .
WHEEL FORK of heavy gauge hardened steel.
"MASTER-MADE" Casters are smooth rolling, easy on floors, and available in all standard sizes and types.

MASTER MANUFACTURING CO.
1676 EAST 28th ST., LORAIN, OHIO
Phone 71-001

MURPHY
a name synonymous with quality office chairs

• No. 271R

"JUST SIT — THEY FIT"
send for literature on complete line.

MURPHY CHAIR CO.
INCORPORATED
Since 1872
Owensboro, Ky., U.S.A.

Chairs (Bank of England, Wood)

Beaver Furniture Corp.
Carlton-Surrey, Inc.
Garland Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Monarch Furniture Co., Inc.
MURPHY CHAIR CO., INC.
Scerbo, Frank, & Sons, Inc.
Shaw-Walker Co.
Sikes Co., Inc.
Taylor Chair Co.
Worden Co.

Chairs (Bentwood)

Adirondack Chair Co.
Bentwood Products, Inc.
Buckstaff Co.
Crown Products Co.
HIGH POINT BENDING & CHAIR CO.
Hudson Craftsmen, Inc.
Thonet Industries, Inc.

trade names got you ? ? *confused?*

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

Chairs (Executive, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
BLAIR ALUMINUM FURNITURE CO.
Cramer Posture Chair Co.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Flewelling, L. C., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

Chairs (Executive, Steel)

ALL-STEEL EQUIPMENT INC.
American Fixture & Mfg. Co.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
DoMore Chair Co., Inc.
FRITZ-CROSS CO.
HAMILTON MFG. CORP.
Harter Corp.
Kentube Mfg. Co., Inc.
King Posture Chair Co.
Maso Steel Products
Metal Office Furniture Co.
MILWAUKEE METAL FURNITURE CO.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
STURGIS POSTURE CHAIR CO.
Wells Chair Corp.
Yawman and Erbe Mfg. Co.

Chairs (Executive, Wood)

Beaver Furniture Corp.
Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
Carlton-Surrey, Inc.
Congress Chair Co., Inc.
Decker, Isaac C., Inc.
Doten-Dunton Desk Co.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
Great Lakes Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Lehigh Desk Co.
MARBLE, B. L., CHAIR CO.
Miller, Herman, Furniture Co.
MILWAUKEE CHAIR CO.
Monarch Furniture Co., Inc.
Monroe Upholstery Shops, Inc.
Morval Corp.
MURPHY CHAIR CO., INC.
MURPHY-MILLER, INC.
Princeton Upholstery Co., Inc.
Remington Rand Inc.
Rest-A-While Couch Co.
Scerbo, Frank, & Sons, Inc.
Shaw-Walker Co.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.
Wells Furniture Mfg. Co.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (Factory)

Adirondack Chair Co.
AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Dependable Mfg. Co.
Domore Chair Co., Inc.
GREGSON MFG. CO.
HAMILTON MFG. CORP.
Harter Corp.
INDIANA CHAIR CO.
MILWAUKEE CHAIR CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
Toledo Metal Furniture Co.

be . . . . . .
right!!
be . . . . . .
posture positive!

the finest
in EXECUTIVE
and general
OFFICE chairs.

THE B. L. MARBLE CHAIR COMPANY
BEDFORD, OHIO

COMPLETE is the word for the Blair Aluminum line...

You have more chances to make a sale when you handle the Blair line of distinguished aluminum furniture. Whether your customer is looking for an inexpensive side chair, a luxurious executive chair or an occasional table, you can give him what he wants at a price he can pay. In price range, in variety of styles, in selection of upholstery materials and colors — Blair is *there!*

If you're in business to make money, one of the smartest things you could do at this moment is to write for our latest catalog, showing the complete Blair line of chairs, tables and settees.

Blair Aluminum Furniture Co.
Marietta, Ga.

BLAIR

THERE'S A BLAIR CHAIR FOR EVERY SIT-UATION

Why You Make More Profit with GUNLOCKE CHAIRS

From the president's office through the typist pool to the reception room, there's a Gunlocke chair for every customer you serve. Whatever your customers' needs may be, you can always be ready to meet those needs if you sell Gunlocke Chairs. The broad Gunlocke line thus enables you to sell more chairs and make more profits. Write for the free Gunlocke catalog today.

The Progressive

W. H. GUNLOCKE CHAIR COMPANY

WAYLAND, NEW YORK

For the Important Men in Business

the world's most wanted office chair

Milwaukee's

EXECUTIVE POSTURE CHAIR

Proudest office possession of top management throughout American business... the MILWAUKEE Executive Posture Chair... a triumph in custom-quality, healthful posture seating, unsurpassed for luxury and distinction... a gilt-edge investment in lifetime, fatigue-proof, individualized comfort and well-being.

For a full description of the Executive Posture Chair and for hundreds of other distinguished wood chairs, see the complete MILWAUKEE Catalog.

THE MILWAUKEE CHAIR COMPANY, Milwaukee, Wisconsin

Milwaukee

the finest tradition in WOOD OFFICE CHAIRS

for prestige, for elegance, for the very best in luxuriously comfortable seating and enduring service, American business looks to MILWAUKEE for its office chairs...

The "Commodore" Group

Frankly intended for the purchaser who insists on the finest that money can buy, "Commodore" Chairs are without equal for authoritative appearance and lifetime comfort. These are luxury chairs, offered with pride by MILWAUKEE Dealers, with full confidence that they represent the most superb chairs ever created.
The group includes Executive Swivel Armchair and DeLuxe Side Armchair...

a limited number of MILWAUKEE Wood Chair franchises are open at present. Write for details.

makers of fine chairs for over half a century

THE MILWAUKEE CHAIR COMPANY
Milwaukee, Wisconsin

Ionia "SAFE-TEE" FOLDING CHAIRS

CAN'T TIP, COLLAPSE, UPSET or SLIDE

Rounded Seat Corners! Metal Rubber-Covered Leg Caps!

Here's a safety all steel, indestructible folding chair that adds lounge chair comfort to sturdy dependability. Welded tubular frame . . . special safety construction . . . baked enamel finish . . . choice of colors. Cushion rubber feet . . . noiseless action. A nationally recognized value!

IONIA MFG. CO. • IONIA, MICH.

Check these "SAFE-TEE" features

Ionia "SAFE-TEE" FOLDING CHAIRS

This Ionia Model 40 is a low-cost, all-steel, indestructible folding chair with a new safety design.

Again Available!
Our Model 45—luxury chrome finish, leather upholstered spring-filled seat and back. For top-flight executive use.

Choice of colors. Write today for folder and prices.

IONIA MFG. CO. • IONIA, MICH.

No. 1400 Swivel Arm Chair

The "REPEAT" Line

Customers come back for more when you sell them FRITZ-CROSS CHAIRS. They're handsome, durable, adjustable, comfortable. Manufactured in metal in a full range of models, grades, upholsterings and colors, they're the complete line for dealers who want to compete and repeat!

Write for literature.

THE FRITZ-CROSS COMPANY
300 E. 4TH STREET
ST. PAUL 1 • MINNESOTA

Chairs (Folding, Metal)

Adirondack Chair Co.
ALL-LUMINUM PRODUCTS
American Seating Co.
Clarin Mfg. Co.
Crown Products Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Durham Mfg. Corp.
Heywood-Wakefield Co.
Howe Folding Furniture, Inc.
IONIA MFG. CO.
Krueger Metal Products Co.
Lyon Metal Products, Inc.
Maple City Stamping Co.
National Chair Co.
National School Equipment Co.
Norcor Mfg. Co., Inc.
PRECISION MFG. CO.
Rastetter, Louis, & Sons Co. (Magnesium)
Royal Metal Mfg. Co.
Shwayder Bros., Inc.
Troy Sunshade Co.
U. S. Chaircraft Mfg. Corp.
WACO PRODUCTS, INC.

Chairs (Folding, Wood)

Adirondack Chair Co., Inc.
American Seating Co.
Bentwood Products, Inc.
Ferguson Bros. Mfg. Co.
Fort Massac Chair Co.
MURPHY-MILLER, INC.
National Chair Co.
National School Equipment Co.
Newco Products
Peabody Co.
Rastetter, Louis, & Sons Co
Stakmore Co., Inc.
Standard Mfg. Co.
Telescope Folding Furniture Co., Inc.

Chairs (Full Upholstered, Wood Frame)

Barcalo Mfg. Co.
Beaver Furniture Corp.
Berkey Leather Furniture Corp.
Brenner, Wm., Furniture Corp.

JASPER CHAIR CO. Jasper JASPER, IND.

MANUFACTURERS OF

TOP-QUALITY CHAIRS

for

OFFICES, BANKS, SCHOOLS, LIBRARIES *and* PUBLIC BUILDINGS

"The RIGHT CHAIR *at the* RIGHT PRICE"

JASPER CHAIR CO.
Jasper, Indiana

Boling Chairs
High Point Bending & Chair Company of Siler City, N.C.

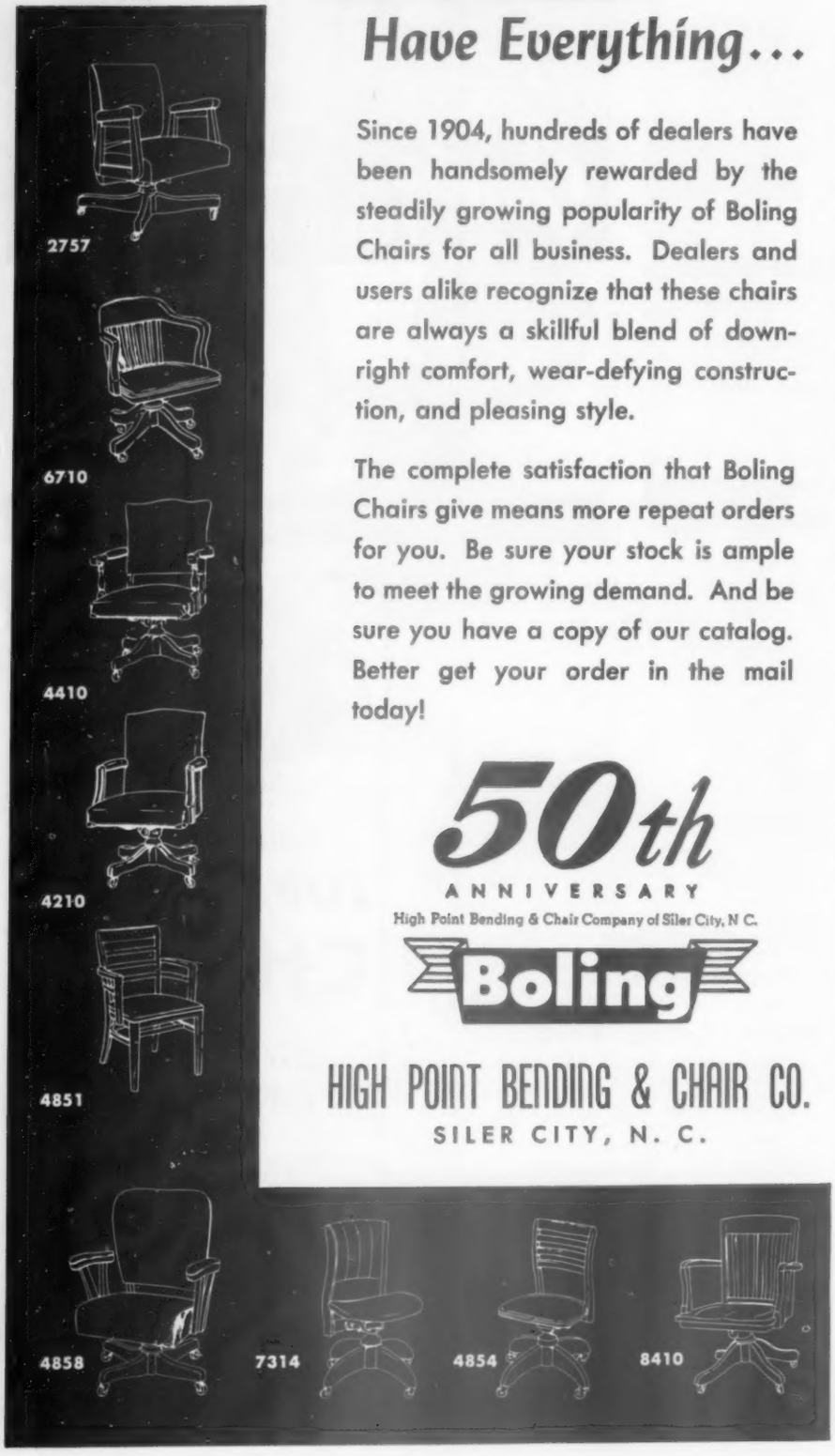
Have Everything...

Since 1904, hundreds of dealers have been handsomely rewarded by the steadily growing popularity of Boling Chairs for all business. Dealers and users alike recognize that these chairs are always a skillful blend of downright comfort, wear-defying construction, and pleasing style.

The complete satisfaction that Boling Chairs give means more repeat orders for you. Be sure your stock is ample to meet the growing demand. And be sure you have a copy of our catalog. Better get your order in the mail today!

50th ANNIVERSARY
High Point Bending & Chair Company of Siler City, N.C.
Boling

HIGH POINT BENDING & CHAIR CO.
SILER CITY, N. C.



Chairs (Full Upholstered, Wood Frame)

(Continued from page 67)

BRIGHT CHAIR CO., INC.
Buckstaff Co.
Carlton-Surrey, Inc.
Congress Chair Co., Inc.
Decker, Isaac Co., Inc.
Garland Furniture Co.
Grand Rapids Leather Furniture Co.
Great Lakes Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
Imperial Leather Furniture Co.
INDIANA CHAIR CO.
Jamestown Lounge Co.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
KENMAR MFG. CO.
Kingdom Mfg. Co.
Lawsonia Mfg. Co., Inc.
Lehigh Desk Co.
Loeblein of Kent, Inc.
MARBLE, B. L., CHAIR CO.
Miller, Herman, Furniture Co.
MILWAUKEE CHAIR CO.
Modernize, Inc.
Monarch Furniture Co., Inc.
Monroe Upholstery Shops, Inc.
Morse, Ralph, Furniture Co.
National Furniture Mfg. Co.
NIEMANN, INC.
Princeton Upholstery Co., Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co., Inc.
Thonet Industries, Inc.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (High Base, Aluminum)

BLAIR ALUMINUM FURNITURE CO.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
U. S. Chaircraft Mfg. Corp.

Chairs (High Base, Steel)

AJUSTO EQUIPMENT CO.
ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
American Fixture & Mfg. Co.
Artility Metal Products, Inc.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Domore Chair Co., Inc.
Emeco Corp.
FRITZ-CROSS CO.
HAMILTON MFG. CORP.
Harter Corp.
King Posture Chair Co.
Lyon Metal Products, Inc.
Maso Steel Products
MILWAUKEE METAL FURNITURE CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
Welch Industries

Chairs (High Base, Wood)

Beaver Furniture Corp.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Sikes Co., Inc.
Taylor Chair Co.

Chairs (Judge's)

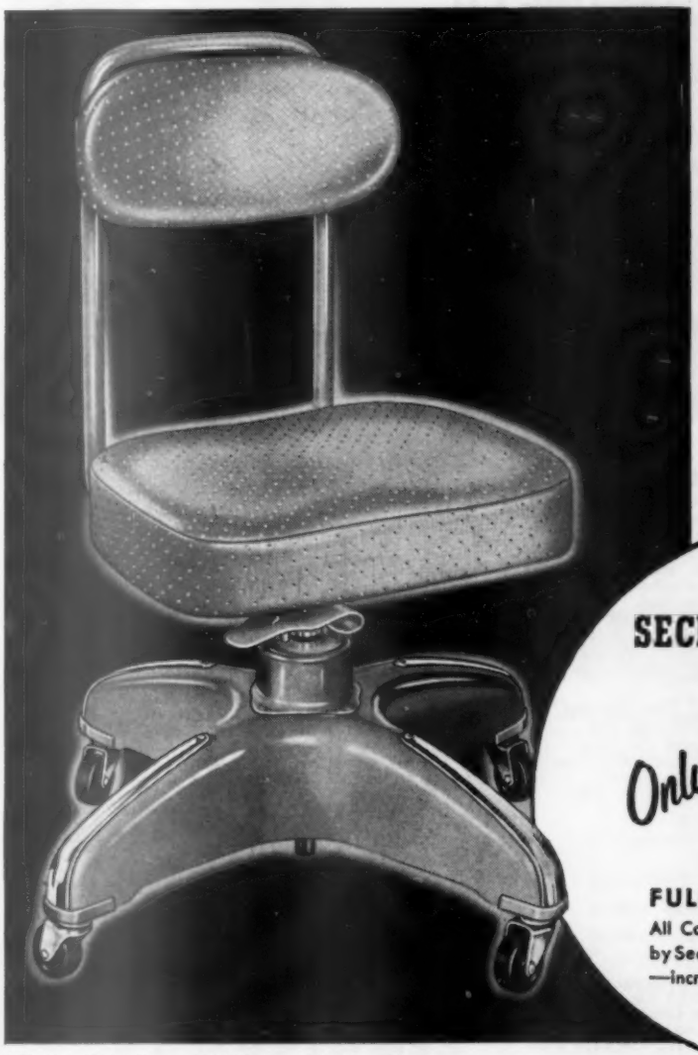
Beaver Furniture Corp.
BRIGHT CHAIR CO., INC.
Carlton-Surrey, Inc.

Increase Store Traffic...

Sell More of All Office Equipment

Feature Popular Priced

COSCO OFFICE CHAIRS!



Dealers Report COSCO Office Chairs Far Outsell All Other Makes!

The big value in popular priced Cosco chairs (handsome appearance, durability, and superior comfort with a greater number of easy adjustments) makes them natural sales leaders. By featuring such values at moderate prices... while getting your full profit mark-up... you build customers' satisfaction, get their repeat business, attract new customers and ...increase **your store traffic!** Result: you sell more of **all** office equipment.

Cash in on Cosco's big national advertising campaign. Stock and feature the full Cosco line.

MODEL 15-F

SECRETARIAL CHAIR

Only **$29.95***

FULL PROFIT MARK-UP

All Cosco office chairs are designed by Seating Engineers to reduce fatigue —increase efficiency.

Model 15-S
Secretarial Chair
$32.50
($33.50 in Zone 2)

Model 20-LA
Side Chair
$27.50
($28.50 in Zone 2)

*$31.00 in Florida, Texas and 11 Western States (Zone 2)

HAMILTON MANUFACTURING CORPORATION
Columbus, Indiana

NATIONALLY ADVERTISED

COSCO Office Chairs

BETTER SEATING means BETTER WORK

Model 18-T and 18-S
General Office Chairs
$42.50
($44.00 in Zone 2)

Model 18-TA
Executive Chair
$47.50
($49.50 in Zone 2)

Model 20-L
Side Chair
$22.50
($23.00 in Zone 2)

No. 1700

EXCLUSIVELY Yours...

"Craftsman" chairs are easy to sell, because their outstanding value reflects exclusive attention to the fine art of producing wood chairs for business use.

Write for catalog data.

JASPER SEATING CO.

JASPER, INDIANA

MEMBER WOOD OFFICE FURN. INSTITUTE

No. 980
Bank of England

business chairs *by* MURPHY-MILLER

Write for this illustrated catalog showing the complete line

write today!

MURPHY-MILLER, INC.
OWENSBORO, KENTUCKY

Chairs (Judge's)

(Continued from page 68)

Decker, Isaac C., Inc.
Garland Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Grand Rapids Leather Furniture Co.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
Imperial Leather Furniture Corp.
JASPER CHAIR CO.
Johnson Chair Co.
Lawsonia Mfg. Co., Inc.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Monarch Furniture Co., Inc.
Princeton Upholstery Co., Inc.
Riteform Chair Co., Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Young Chair Co.

Chairs (Jury)

Beaver Furniture Corp.
Garland Furniture Co.
Globe-Wernicke Co.
Grand Rapids Leather Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Lawsonia Mfg. Co., Inc.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Riteform Chair Co., Inc.
Sikes Co., Inc.
Taylor Chair Co.

Chairs (Opera and Stadium)

American Seating Co.
Arlington Seating Co.
Dixie Chrome Products, Div.
Griggs Equipment Co.
Heywood-Wakefield Co.
Irwin Seating Co.
Krueger Metal Products Co.
National School Equipment Co.
Norcor Mfg. Co.
Peabody Co.
ROWLES, E. W. A., CO.

Chairs (Posture, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
BLAIR ALUMINUM FURNITURE CO.
BROWNE-MORSE CO.
Cramer Posture Chair Co.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
Flewelling, L. C., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.

trade names got you ? ? *confused?*

Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

America's Standard of Business Seating

Aluminum chairs and especially FINE-REST aluminum chairs are constantly increasing in popularity because of their obvious advantage. They have eye-appeal that makes them a cinch to sell . . . intrinsic merit that guarantees user satisfaction . . . price appeal that produces real profits for the dealer.

It is important to you, as a dealer to include an Aluminum chair in your top lines. If you do not have the right Aluminum chair line, why not investigate the best . . . why not investigate FINE-REST?

• write for information on available FINE-REST franchises.

ALUMINUM SEATING CORPORATION

17 SOUTH CHERRY STREET — AKRON 8, OHIO

DISTRIBUTORS
AETNA SAFE CO., 46 W. 29th ST., N. Y.
METROPOLITAN N. Y. & EXPORT DISTRIBUTOR
SAFE & EQUIPMENT WHOLESALER, 260 S. FIFTH ST., PHILADELPHIA 6, PA.
EASTERN PA. DISTRIBUTOR

Here's modern comfort for the modern day executive . . . at a price all your customers can afford. Gregson's new 400 series of fine office chairs was designed to meet any executive requirement. Finest hardwood construction, plus 2" ball bearing casters, guarantee long, trouble-free service . . . and there's a finish to suit even the fussiest executive.

So for complete customer satisfaction, make sure you sell office chairs by Gregson.

Available in all oak finishes, and walnut or mahogany on pecan. Upholstered in elastic Naugahyde, top grain leather or buff leather. Also available with all wood arms.

DEALER INQUIRIES INVITED

Gregson

GREGSON MANUFACTURING COMPANY

Manufacturers of Office and School Chairs

LIBERTY, NORTH CAROLINA

Chairs (Posture, Steel)

AJUSTO EQUIPMENT CO.
ALL-STEEL EQUIPMENT INC.
American Fixture & Mfg. Co.
Angle Steel, Inc.
Artility Metal Products, Inc.
COLE STEEL EQUIPMENT CO., INC.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Domore Chair Co., Inc.
Emeco Corp.
Flewelling, L. C., Co.
FRITZ-CROSS CO.
HAMILTON MFG. CORP.
Harter Corp.
King Posture Chair Co.
Maso Steel Products
MAYLINE CO., INC.
Metal Office Furniture Co.
MILWAUKEE METAL FURNITURE CO.
National School Equipment Co.
Ohio Chair Co., Inc.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
Welch Industries
Wells Chair Corp.
Yawman and Erbe Mfg. Co.

Chairs (Posture, Wood)

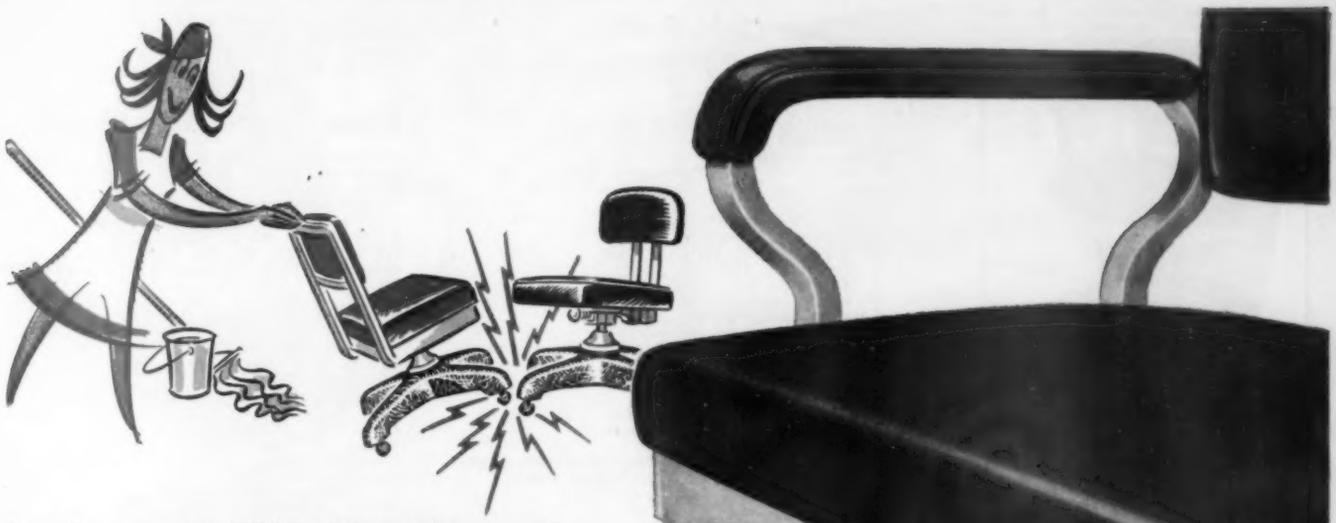
Beaver Furniture Corp.
Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
Decker, Isaac C., Inc.
Domore Chair Co., Inc.
Grand Rapids Leather Furniture Co.
Great Lakes Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Monarch Furniture Co., Inc.
Morval Corp.
MURPHY CHAIR CO., INC.
MURPHY-MILLER, INC.
Princeton Upholstery Co., Inc.
Remington Rand Inc.
Rest-A-While Couch Co.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (Reclining, Upholstered)

Artility Metal Products, Inc.
Barcalo Mfg. Co.
Beaver Furniture Corp.
Decker, Isaac C., Inc.
Garland Furniture Co.
Heller Furniture Ltd.
INDIANA CHAIR CO.
Johnson Chair Co.
KENMAR MFG. CO.
Lawsonia Mfg. Co., Inc.
MILWAUKEE CHAIR CO.
Monarch Furniture Co., Inc.
MURPHY CHAIR CO., INC.
PRECISION MFG. CO.
Princeton Upholstery Co., Inc.
Streit, C. F., Mfg. Co.
Thomas Furniture Co.
U. S. Chaircraft Mfg. Corp.
Wisconsin Chair Co.

Chairs (Side, Aluminum)

ALUMINUM SEATING CORP.
ART METAL CONSTRUCTION CO.
BLAIR ALUMINUM FURNITURE CO.
BROWNE-MORSE CO.
Cramer Posture Chair Co., Inc.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.
Wells Chair Corp.



Another great STURGIS achievement:

Steel office chairs with Fiber Glass Bases

that no amount of office abuse will dent, deform or disfigure

Now you can have office chairs with a virtually damage-proof base—*a base that will never have to be refinished because there's no finish to be refinished.* It's a solid, one-piece, molded fiber glass unit that will never need more than a wipe with a cloth to keep it looking like new.

Your Sturgis dealer is now showing both executive and stenographic chairs with fiber glass bases. What's more, these chairs may be selected with the visible steel parts finished in STURLON®, the extraordinary new finish which has 10 to 20 times the abrasion resistance of other finishes, is warm to the touch and is non-corrosive. You can't beat that combination!

Self-leveling

The flex characteristics of this fiber glass base are such that regardless of the unevenness of the floor, the occupant's weight keeps the chair absolutely level.

Cures "foot-trouble"

Office workers are prone to inflict scars and scuffs on chair bases. But a fiber glass base is a sure cure for this sort of "foot trouble".

Noiseless!

The sound deadening characteristic of fiber glass insures virtually noiseless movement of the chair, even on rough and uneven floors.

Smart, beautiful patterns

The glass fiber formations produce a pattern of distinctive beauty—introducing a brand new decorative note into office chairs.

Sturgis **POSTURE CHAIRS**

THE STURGIS POSTURE CHAIR COMPANY • STURGIS, MICHIGAN

For complete information and the name of your nearest dealer, Write to The Sturgis Posture Chair Company, General Sales Office, 154 East Erie Street, Chicago 11, Illinois

1411

1451

COMFORT CLINCHES SALES . . .
. . . especially the kind of lasting comfort you can offer any buyer of office chairs . . . in any of the many different models that make up the popular INDIANA CHAIR line. Typical top-comfort models are shown here. Write today for information about the big variety of volume-building *Indiana Chairs.*

1408

1410

Indiana Chair Company INC.
JASPER, INDIANA

Chairs (Side, Steel)

ALL-STEEL EQUIPMENT INC.
American Fixture & Mfg. Co.
American Seating Co.
Arlington Seating Co.
Artility Metal Products, Inc.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
FRITZ-CROSS CO.
Griggs Equipment Co.
HAMILTON MFG. CORP.
Harter Corp.
Kentube Mfg. Co., Inc.
King Posture Chair Co.
Maso Steel Products
Metal Office Furniture Co.
MILWAUKEE METAL FURNITURE CO.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
Troy Sunshade Co.
Virtue Bros. Mfg. Co.
WACO PRODUCTS, INC.
Wells Chair Corp.
Yawman and Erbe Mfg. Co.

Chairs (Side, Wood)

Adirondack Chair Co.
Arlington Seating Co.
Beaver Furniture Corp.
Buckstaff Co.
Congress Chair Co., Inc.
Crown Products Co.
Decker, Isaac C., Inc.
Doten-Dunton Desk Co.
Grand Rapids Leather Furniture Co.
Great Lakes Furniture Co.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Huntington Chair Corporation
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
Lehigh Desk Co.
MARBLE, B. L., CHAIR CO.
Miller, Herman, Furniture Co.
MILWAUKEE CHAIR CO.
Monarch Furniture Co., Inc.
Morval Corp.
MURPHY CHAIR CO., INC.
MURPHY-MILLER, INC.
Rastetter, Louis, & Sons Co.
Remington Rand Inc.
Scerbo, Frank, & Sons, Inc.
Shaw-Walker Co.
Sikes Co., Inc.
Sloane, W. & J.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Thonet Industries, Inc.
U. S. Chaircraft Mfg. Corp.
Wells Furniture Mfg. Co.
Wierenga Upholstering Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Chairs (Tablet Arm, Aluminum)

BLAIR ALUMINUM FURNITURE CO.
Cramer Posture Chair Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Ohio Chair Co., Inc.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shaw-Walker Co.
U. S. Chaircraft Mfg. Corp.

Chairs (Tablet Arm, Steel)

Adirondack Chair Co.
American Fixture & Mfg. Co.
American Seating Co.
Angle Steel, Inc.
Arlington Seating Co.
Beckley-Cardy Co.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Emeco Corp.
Griggs Equipment Co.
Heywood-Wakefield Co.
Krueger Metal Products Co.
Norcor Mfg. Co.
PRECISION MFG. CO.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Toledo Metal Furniture Co.

Chairs (Tablet Arm, Wood)

Adirondack Chair Co.
Beckley-Cardy Co.
Buckstaff Co.
Carlton-Surrey, Inc.
Donie Chair and Mfg. Co., Inc.
GREGSON MFG. CO.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
MURPHY CHAIR CO., INC.
National Chair Co.
National School Equipment Co.
Remington Rand Inc.
ROWLES, E. W. A., CO.
Sikes Co., Inc.
Sloane, W. & J.
Taylor Chair Co.
Thonet Industries, Inc.
Wells Furniture Mfg. Co.
Worden Co.

Chairs (Tubular Steel)

(See Furniture, Chrome, Tubular Steel)

Chalk (Blackboard)

American Art Clay Co.
American Crayon Co.
Art Crayon Co., Inc.
Beckley-Cardy Co.
Binney & Smith Co.
BRADLEY, MILTON, CO.
Brown, Arthur, & Bro.
DIXON, JOSEPH, CRUCIBLE CO.
Linton Pencil Co.
Lowell Specialties Co.
National Crayon Co.
N. Y. Silicate Book Slate Co., Inc.
St. Louis Crayon & Handle Co.
Standard Crayon Mfg. Co.
Walbuck Crayon Co.
Weber Costello Co.
Weber, F., Co.

Chamois

Atlas Sponge Co.
Auburn Mfg. Co.
Drueding Bros. Co.
Lawrence, A. C., Leather Co.
Rhodes, James H., & Co.
Schroeder & Tremayne, Inc.

Charge Account Systems

(See Files, Account)

Charging Desks

(See Furniture, Library)

Chart Boards (Graphic)

Chart-Pak, Inc.
Educational Exhibition Co.
Graphic Systems
Maggie Magnetic, Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Wassell Organization, Inc.

Check Book Covers

(See Covers, Check Book)

Check Books, Checks

ADVANCO PRODUCTS
BOORUM & PEASE CO.
Dennison & Sons
Hall, J. C., Co.
Moore Business Forms, Inc.
NATIONAL PASS BOOK & SUPPLY CO.
Rediform Division
Reynolds & Reynolds Co.
RUBIN'S CORP.
Todd Co., Inc.
"Tops" Business Forms
WILSON JONES CO.
Workman Mfg. Co.

M-2000

Milwaukee METAL-LUX CHAIRS to clinch the complete sale

FINEST FIT ANYWHERE: Yes, MILWAUKEE METAL-LUX dealers are selling the *complete* business installation—because METAL-LUX has a superior chair for *every* application. The line is a solid selling success—moving by the thousands—on the sheer merit of clean, modern appearance, superlative comfort and construction—and obvious good value. *Your* metal chair sales will show a definite boost when you stock and display METAL-LUX—you'll clinch the *complete* sale on new installations—and once you get a few numbers into old installations, you'll convert them to METAL-LUX throughout. If you haven't yet shared in METAL-LUX profits, get the full details today.

M-20

MILWAUKEE METAL FURNITURE COMPANY • 101 N. CAMPBELL AVE., CHICAGO 12, ILL.

Check Cancellers

American Bank Equipment Co.
American Perforator Co.
Commercial Controls Corp.
Cummins-Chicago Corp.
Rapidprint Time Recorders, Inc.
Time, Date and Number, Inc.

Check Certifiers and Endorsers

Ajax Time Stamp Co., Inc.
American Perforator Co.
AMERICAN SEAL & STAMP CO.
Commercial Controls Corp.
Cummins-Chicago Corp.
Rapidprint Time Recorders, Inc.
Security Certifier Co.
Time, Date & Number, Inc.

Check or Deposit Slip Holders

(See Holders, Check or Deposit Slip)

Check Files

(See Files, Check)

Check Perforators

(See Check Cancellers)

Check Photographing Machines

(See Microfilm Cameras and Supplies)

Check Posting Trays

(See Trays, Check Posting)

Check Protectors (Pocket Type)

(See also Checkwriters and Protectors)

American Passbook Co.
Collier Mfg. Corp.
METAL SPECIALTIES MFG. CO.
Postamatic Co.
Roderick, Marcy F., Co.

Check Signers

Addressograph-Multigraph Corp.
American Perforator Co.
Autopen Sales & Service Co.
Bonnar-Vawter, Inc.
Check Writer Co., Inc.
Cummins-Chicago Corp.
HALL-WELTER CO., INC.
Hedman Co., The
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Rapidprint Time Recorders, Inc.
SAFEGUARD CORP.
Signature Co.
STEWART, R. A., & CO., INC.
Time, Date and Number, Inc.
Todd Co., Inc.
Waterman Pen Co., Inc.

Check Sorters

(See Sorters, Check)

Checks (Baggage, Fiber)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Dayton Stencil Works Co.
Ennis Tag & Salesbook Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Spaulding Fibre Co., Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

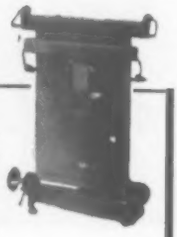
A TRIO OF...

MONEY-MAKING OFFICE DEVICES

SPEEDRITE Checkwriter

★ Protects checks — prevents forgeries. Customer's name on amount line makes every check a prestige-building ad. Every office that issues checks a prospect.

ERROR-NO Copyholder



★ Speeds up copying any size reports, forms, briefs. Exclusive counter-balanced construction insures quiet, smooth operation. Makes Error-No first choice in copyholder field.

CHEXSIGNO Check Signer

★ Relieves time-pressed executives from signing checks. Signs 2,000 checks an hour. Manual and electric models. Accepted as "World's Safest Signature."

The sales qualities of these "first choice" office devices are something dealers dream about. Exclusive features, design and efficiency appeal to any and all customers. No service problem. Rank high as profit makers for dealers everywhere.

Hall-Welter
COMPANY, INC. • ROCHESTER 10, N. Y.
ADDRESS: 40 MT. HOPE AVENUE

Checks (Baggage, Metal)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Dorman, J. F. W., Co., The
Force, William A., & Co.
Gibson, A. C., Co., Inc.
Green Duck Metal Stamping Co.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Pannier Corp.
Pittsburgh Stamp Co., Inc
Schwaab Stamp & Seal Co.
Smith, R. H., Mfg. Co.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Checks (Baggage, Plastic)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Artmor Plastics Corp.
BANKERS & MERCHANTS, INC.
Dayton Stencil Works Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Spaulding Fibre Co., Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Checks (Coat Room, Fiber)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Dayton Stencil Works Co.
Ennis Tag & Salesbook Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Noesting Pin Ticket Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
VOGEL-PETERSON CO.
Wendell-Northwestern, Inc.

Checks (Coat Room, Metal)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Dayton Stencil Works Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
VOGEL-PETERSON CO.
Wendell-Northwestern, Inc.

Checks (Coat Room, Plastic)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Dayton Stencil Works Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Matthews, James H., & Co.
Plastic Fabricators Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Plastics, Inc.
VOGEL-PETERSON CO.
Wendell-Northwestern, Inc.

Checks (Guest, Restaurant)

(See Forms, Guest Check, Restaurant)

Checkwriters and Protectors

Addressograph-Multigraph Corp.
HALL-WELTER CO., INC.
Hedman Co.,
METAL SPECIALTIES MFG. CO. (Hand Style Protector)
Monroe Calculating Machine Co., Inc.
National Cash Register Co.
Paymaster Corp.
Roderick, Marcy F., Co.
SAFEGUARD CORP.
STEWART, R. A., & CO., INC.
Todd Co., Inc.

Checkwriters and Protectors (Rebuilt)

Calculator Equipment Corp.
Check Writer Co., Inc.
International Office Appliances, Inc.
Office Equipment Corp.

Chests (Money)

Diebold, Inc.
GUARDSMAN-VALENTINE, INC.
Hall Safe & Equipment Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
Remington Rand Inc.
SCHWAB SAFE CO.
YORK SAFE AND LOCK CO.

Chests (Security)

Bison Distributing Co.
COLE STEEL EQUIPMENT CO., INC.
Goodfrend Metal Products Co.
Hall Safe & Equipment Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Lennox Metal Mfg. Co., Inc.
Major Metalfab, Inc.
MASTER METAL PRODUCTS, INC.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
Toledo Guild Products, Inc.
Union Steel Chest Corp.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VICTOR SAFE & EQUIPMENT CO., INC.

Church Furniture

(See Furniture, Church)

Cigar, Cigarette Lighters

(See Lighters, Cigar, Cigarette)

Cigarette Boxes

(See Boxes, Cigarette)

Clamps (Paper)

(See Clips, Bulldog)

Clasps (Paper)

Dura-Clip Co., Inc.
I.D.L. MFG. & SALES CORP.
Kimmel Products Co.
Mohler, A.
U-File-M Binder Mfg. Co., Inc.
Van Valkenburg, L. D., Co.

Cleaners and Polishes

(See Polishes and Cleaners)

Cleaners (Type)

(See Type Cleaners)

Cleaning Bath (Typewriter)

Ames Supply Co.
Curran Corp., The
Federal Mining & Mfg. Co.
Graymills Corp.
Magnus Chemical Co.
Oakite Products, Inc.
Park Chemical Co.
Shipman-Ward Mfg. Co.
Supreme Power Cleaner Mfg. Co.

Cleansing Cream

(See Hand Cleansing Cream)

Clip Binders

(See Binders, Clip and Spring)

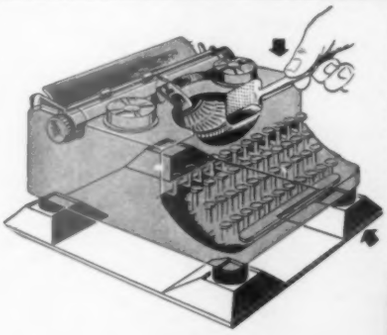
SAFEGUARD for Increased Office Efficiency

INSTANT "H" CHECK WRITER AND CHECK SIGNER

INSTANT "K" CHECK WRITER

AIR-IN WINDOW VENTILATOR

ROOM HUMIDIFIER



THE MOST WONDERFUL IMPROVEMENT IN TYPEWRITING

1. Dry rubber tool keeps typewriter type clean. No liquids — no soiled fingers.
2. Ritchie sponge rubber cushion anchors office machines. Eliminates vibration and noise.

Safeguard Corp.
Lansdale, Pa.

For information write, wire

Clip Boards (Aluminum)

Burkhardt Co.
Dura-Clip Co., Inc.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Metal Products Engineering, Inc.
Moore Business Forms, Inc.
WILSON JONES CO.

Clip Boards (Composition Board)

A & F Tileboard Co.
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Continental Mfg. Co., Inc.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Fox, George E., & Co.
Globe-Wernicke Co.
HARDBOARD FABRICATORS, INC.
Hartco Mfg. Co., Inc.
HEDGES MFG. CO.
I.D.L. MFG. & SALES CORP.
Imperial Fastener & Pin Co.
MAYLINE CO., INC.
Pengad Mfg. Co.
ROCKWELL-BARNES CO.
SERVICE PRODUCTS DIVISION
Star Office Accessories Co.
STEMPEL MFG. CO.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Clip Boards (Illuminated)

Clyne Mfg. Co.
I.D.L. MFG. & SALES CORP.
Neoline Inc.

Clip Boards (Leather Covered)

American Binder Co.

Clip Boards (Wood)

Continental Mfg. Co., Inc.
Globe-Wernicke Co.
Rogers, W. T., Co.
STEMPEL MFG. CO.

Clips (Binder)

ACCO PRODUCTS, INC.
American Binder Co.
APSCO PRODUCTS, INC.
CUSHMAN & DENISON MFG. CO.
ELBE FILE & BINDER CO., INC.
Gabe Mfg. Corp.
I.D.L. MFG. & SALES CORP.
Metal Products Engineering, Inc.
SPEED PRODUCTS CO., INC.
Spencerian Pen Co.
U-File-M Binder Mfg. Co., Inc.
Vevier Loose Leaf Co.
Yawman and Erbe Mfg. Co.

Clips (Bulldog)

ACCO PRODUCTS, INC.
APSCO PRODUCTS, INC.
Cook, H. C., Co.
DIXON, JOSEPH, CRUCIBLE CO.
Esterbrook Pen Co.
Grammes, L. F., & Sons
HUNT, C. HOWARD, PEN CO.
Metal Products Engineering, Inc.
Orthwine, Rudolf, Corp.
Simonsville Mfg. Co.
Swan Pencil Co., Inc.

Clips (Display)

APSCO PRODUCTS, INC.
I.D.L. MFG. & SALES CORP.
Noesting Pin Ticket Co., Inc.
Oakville Co., Div.
Orthwine, Rudolf, Corp.
Swan Pencil Co., Inc.
Van Valkenburg, L. D., Co.

Clips (For Clip Boards)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
ELBE FILE & BINDER CO., INC.
Fox, George E., & Co.
Gabe Mfg. Corp.
HARDBOARD FABRICATORS, INC.
HEDGES MFG. CO.
I.D.L. MFG. & SALES CORP.
Imperial Fastener & Pin Co.

Clips (For Clip Boards)

(Continued from page 77)

SERVICE PRODUCTS DIV.
STEMPEL MFG. CO.
Weber-Knapp Co.
Yawman and Erbe Mfg. Co.

Clips (Money)

Bastian Bros. Co.
Emeloid Co., Inc.
Guedon Co.

Clips (Paper)

ACCO PRODUCTS, INC.
Acme, Inc.
Argus Mfg. Co.
Cook, H. C., Co.
Graff, Geo. B., Co.
Imperial Fastener & Pin Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Pittsburgh Cut Wire Co.
Prym, Wm., Inc.
Rapid Tag & Wire Co.
Simonsville Mfg. Co.
Sufrin, I. & M.
Tip Top Mfg. Co.
VAIL MFG. CO.
Van Valkenburg, L. D., Co.
Waldes Kohinoor, Inc.

Clips (Pen and Pencil)

Argus Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Green Duck Metal Stamping Co.
HUNT, C. HOWARD, PEN CO.
Ozark Pen Mfg. & Repair Co.
Parisian Novelty Co.
Sheaffer, W. A., Pen Co.
Swan Pencil Co., Inc.
Van Valkenburg, L. D., Co.

Clocks (Desk)

BANOV-BERNSLEY & CO., INC.
Continental Mfg. Co.
General Electric Co.
Gibraltar Mfg. Co., Inc.
GIFT CRAFT LEATHER CO.
Hammond Instrument Co.
Harley's Clock Shop
Kathman Associates
Lux Clock Mfg. Co., Inc.
McDONALD PRODUCTS CORP.
Sessions Clock Co.
Seth Thomas Clocks
SMITH METAL ARTS CO., INC.
Telechron Dept., General Electric Co.
World Mfg. Co.

Clocks (Program)

Cincinnati Time Recorder Co.
International Business Machines Corp.
Lathem Time Recorder Co.
Northwestern Clock Co.
Self Winding Clock Co., Inc.
Simplex Time Recorder Co.
Stromberg Time Corp.

Clocks (Time)

Cincinnati Time Recorder Co.
Follett Time Recording Co.
International Business Machines Corp.
Joslin, A. D., Mfg. Co.
Lathem Time Recorder Co.
Self Winding Clock Co., Inc.
Sessions Clock Co.
Simplex Time Recorder Co.
Stromberg Time Corp.

Clocks (Wall)

Cincinnati Time Recorder Co.
General Electric Co.
Gibraltar Mfg. Co., Inc.
Hammond Instrument Co.
Harley's Clock Shop
International Business Machines Corp.
Lifetimer Hoop-Type Window Clock Co. (Window)
Lux Clock Mfg. Co., Inc.
Northwestern Clock Co.
Nu Tone, Inc.
Self Winding Clock Co., Inc.

OVER 40 YEARS
make
ABBOTT
a
HABIT
for
COIN WRAPPERS
CURRENCY STRAPS
BANK SUPPLIES
COIN TRAYS—RACKS
COIN SORTING MACHINES
COIN COUNTING MACHINES
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should have our
1954 CATALOGUE
please write
ABBOTT COIN COUNTER COMPANY
143rd-144th Sts. and Wales Avenue
New York 54, N. Y. LU 5-1200

Sessions Clock Co.
Seth Thomas Clocks
Simplex Time Recorder Co.
Stromberg Time Corp.
Telechron Dept., General Electric Co.

Clocks (Watchman's)

Chicago Watchclock Div.
Detex Watchclock Corp.
Follett Time Recording Co.
Lathem Time Recorder Co.
Simplex Time Recorder Co.

Cloth Patches (Gummed)

(See Gummed Cloth Eyelets and Patches)

Cloths (Dusting)

(See Dusting and Wiping Cloths)

Coat and Hat Racks

(See Racks, Hat and Coat)

Coatings (Plastic, Protective)

(See Plastic Coatings, Sprays)

Coin Bag Seals

(See Seals and Sealers, Lead)

Coin Bags

(See Bags, Coin)

Coin Cards (Mailing)

Beistle Co.
Demco Library Supplies
DENNISON MFG. CO.
Lindley Box & Paper Co.
National Tag & Label Corp.
Reyburn Mfg. Co., Inc.
Spies, John N., Mfg. Co., Inc.

Coin Changers (Cashiers)

ABBOTT COIN COUNTER CO.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.
Johnson Fare Box Co.
Metal Products Engineering, Inc.

Coin Changers (Conductor Type)

ABBOTT COIN COUNTER CO.
Coinometer Corp.
Compass Instrument & Optical Co., Inc.
Galef, J. L., & Son, Inc.
Johnson Fare Box Co.
McGill Metal Products Co.
Meyer & Wenthe, Inc.

Coin Counting Devices

ABBOTT COIN COUNTER CO.
BAINBRIDGE, KIMPTON & HAUPT, INC.
DOWNEY, C. L., CO.
Klopp Engineering, Inc.
Lonson Mfg. Co.

Coin Counting Machines

ABBOTT COIN COUNTER CO. (AND PACKAGING MACHINES)
Automatic Coinwrapping Machine Corp.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.
Johnson Fare Box Co.
Klopp Engineering (And Packaging Machines)
Sattley Co.
Standard-Johnson Co.

Coin Counting Machines (Rebuilt)

Addressing Machine & Equipment Co.
Mailers Equipment Co.

Coin Envelopes

(See Envelopes, Coin)

Coin Mats

(See Mats, Coin)

Coin Racks and Cabinets

(See Racks, Coin, Storage)

Coin Rental Devices (Typewriter)

Gramont Corp.
Viking Specialty Co.

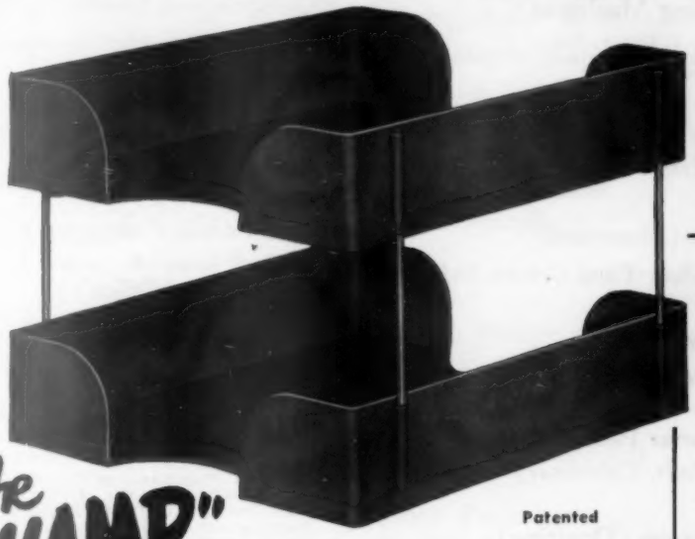
Coin Sorters

ABBOTT COIN COUNTER CO.
Brandt Automatic Cashier Co.
Coinometer Corp.
DOWNEY, C. L., CO.
Johnson Fare Box Co.
King Koin Sorter Co.
Klopp Engineering, Inc.
Sattley Co.
Standard-Johnson Co.

Coin Sorters (Rebuilt)

Addressing Machine & Equipment Co.
Mailers Equipment Co.

THE FINEST STEEL DESK TRAY PRICED TO BOOST PROFITS!



Patented

the "CHAMP"

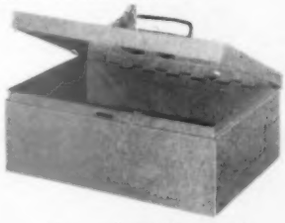
A Set of "In and Out" Self Stickers provided with each Tray

"A better desk tray in every way." Look for the name NU-CRAFT PRODUCTS CO. for the stamp of quality. A welcome addition to the office.

10 REASONS FOR GUARANTEED SALES

- UTILITY VALUE . . . openings front and back for single or double desk
- COLOR SELECTION . . . hard baked finish in Grey, Walnut and Green to match office furniture
- GOOD VISIBILITY . . . center cut-outs for quick seeing
- DEEP WALLED . . . 2½ inch depth allows maximum capacity
- STREAMLINED DESIGN . . . an asset for office smartness
- DESK PROTECTION . . . rubber feet securely eyeletted to tray eliminates desk scratching
- SAFETY PRECAUTION . . . smooth-rounded edges insures safety
- EASY ACCESS . . . wide openings for easy-to-get-to papers
- BETTER CONSTRUCTION . . . one solid piece of steel for greater durability
- FUNCTIONAL . . . sturdy aluminum posts for stacking into tiers

AVAILABLE IN LETTER and LEGAL SIZES



Complete line of BOND AND SECURITY BOXES

Rigidly made of finest grade, extra heavy steel, a real safe for your valuables. Equipped with a durable piano hinge, disc tumbler lock, two corrugated keys, and sturdy chrome plated handle. Packed in individual cartons.

STATIONERY RACK FOR THE BUSY STENOGRAPHER

Made to speed the work of the busy stenographer. Instead of opening drawers for letterheads, second sheets, envelopes, carbon paper or other letter size forms. Top is divided for long or short envelopes. 1⅜" space between shelves. Available in Gray or Green Hammertone finishes.

CASHIERS PAD RACK

Every business has various pads, bank checks, receipts, contracts, delivery and service forms. This rack holds each within easy reach. Saves space and confusion. All one piece welded steel. Hollow space inside. Color: Gray Hammertone. Available in three sizes.

BANKERS STEEL NOTE CASE

Made especially for safe filing of notes and other valuable papers or documents. Constructed of heavy gauge steel, it is equipped with handle, follow block, lock and two keys. Furnished with or without celluloid tipped guides in assorted colors. Dimensions 15-1/4" L, 11-7/16" W, 5-3/8" H. Gray Hammertone finish.

ALUMINUM COIN TRAYS ONE PIECE CONSTRUCTION

Made of extra heavy aluminum. Simplified for convenient handling of coins. Boxes fit snugly—stack evenly—no delicate balance here. Bottom of upper box sits flat on coins in lower box. Etched satin finish. Individually boxed and clearly marked for easy stacking and shipping.

THE "LAWRENCE" LOOSE CHANGE HOLDER

Is definitely a change for the better. These change holders have channels for the exact width of each of the various denominations of coin. The entire change holder is made of extra heavy gauge aluminum and riveted throughout. Available in polished aluminum finish in two sizes for both commercial and saving banks.

NU-CRAFT PRODUCTS CO.

"Always Something New"

WRITE FOR OUR NEW 1954 ILLUSTRATED CATALOG featuring the complete money making line of BANK AND OFFICE EQUIPMENT.

NU-CRAFT PRODUCTS CO.

163 Pacific Street **Brooklyn 1, New York**

Coin Tills or Trays

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Artmor Plastics Corp.
Brandt Automatic Cashier Co.
Currier Mfg. Co.
Dash Metal Products Co.
Indiana Cash Drawer Co.
International Cash Register & Parts Co.
LIT-NING PRODUCTS CO.
Lonson Mfg. Co.
Major Metalfab, Inc.
Metal Products Engineering, Inc.
NU-CRAFT PRODUCTS CO.
POLAR MFG. CO.
Strayer Coin Bag Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Coin Trays (For Wrapped Coins)

(See Racks, Coin, Storage)

Coin Wrappers

ABBOTT COIN COUNTER CO.
Automatic Coinwrapping Machine Co.
Bank Products Co.
Brandt Automatic Cashier Co.
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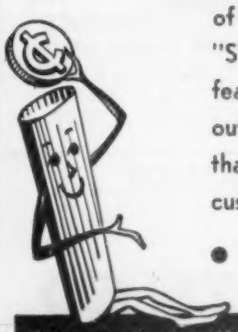

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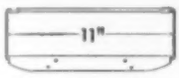

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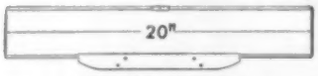

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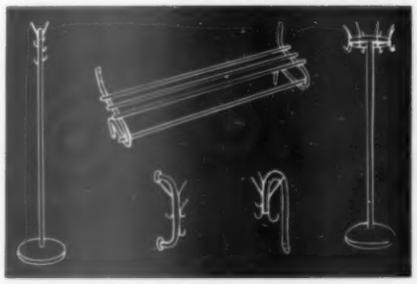

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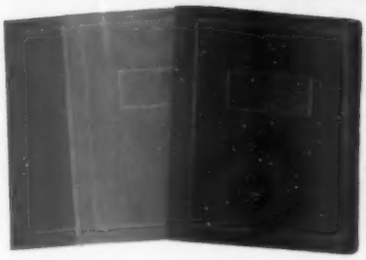

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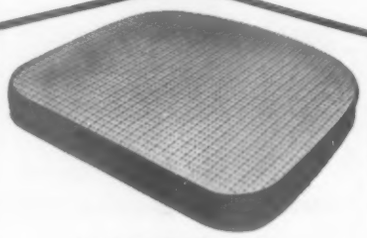

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Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Style-Crafters, Inc.

Cushions (Chair, Fiber)

CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
Kool Kushion Mfg. Co. (Spring Filled)
PERFECT RUBBER SEAT CUSHION CO.
Star Office Accessories Co.
Style-Crafters, Inc.

Cushions (Chair, Rubber)

Ace Lite-Step Co.
American Latex Products Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Bickett, L. M., Co.
Brewster Mfg. Co.
CHICAGO DESK PAD CO., INC.
Comfort Cushion Co.
Cramer Posture Chair Co., Inc.
Fielder, P. E., Mfg. Co.
Foam Rubber Fabricators, Inc.
Fox, George E., & Co.
Goodrich, B. F., Co.
Heller Furniture Ltd.
Hoffman, L.
PERFECT RUBBER SEAT CUSHION CO.
Reliable Textile Co.
Republic Seating Co.
Royal Cushion Co., Inc.
Seatmaster Co., The
Southern Friction Materials Co.
Sponge Rubber Products Co.
Star Office Accessories Co.
Style-Crafters, Inc.
Sun Rubber Co.
Textile Products Co.
U. S. Rubber Co.

Cushions (Stool)

American Latex Products Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Bickett, L. M., Co.
CHICAGO DESK PAD CO., INC.
Comfort Cushion Co.
Fox, George E., & Co.
Hoffman, L.
PERFECT RUBBER SEAT CUSHION CO.
Style-Crafters, Inc.
Textile Products Co.

Cuspidor Mats

(See Mats, Cuspidor)

Cuspidors

FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Logan Pottery Co.

Custom Manufacturing (Metal)

Adams, S. G., Co.
Art Metal Products Co.
DEHLER MFG. CO.
Estey Metal Products, Inc.
General Fireproofing Co.
HASKELL, INC.
Sherman-Reynolds, Inc.

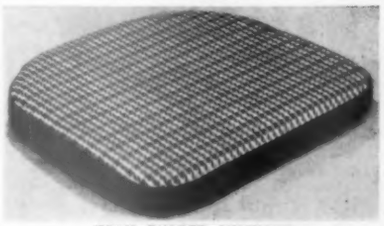
Custom Manufacturing (Wood)

Garland Furniture Co.
Hudson Craftsmen, Inc.
Lenwood Cabinet Makers
Scerbo, Frank, & Sons, Inc.
Sloane, W. & J.
Stow & Davis Furniture Co.

Customs Declaration Forms

(See Forms, Customs Declaration)

Chair Cushion
HEADQUARTERS
8 STYLES & SIZES to fit every need.
Individually Wrapped in cellophane



FOAM RUBBER CUSHIONS
Wide variety of styles, colors and fabrics.

be sure to see our Desk Accessories ad page 88 and our Job Ticket Holder ad page 170

C-LINE

Write for NEW illustrated catalog of complete line.

THE CHICAGO DESK PAD CO., INC.
15 N. JEFFERSON ST. CHICAGO 6, ILL.

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(See Trimming Boards)

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American Bank Equipment Co.
Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Cincinnati Time Recorder Corp.
Cummins-Chicago Corp.
Force, Wm. A., & Co., Inc.
Gibson, A. C., Co., Inc.
International Business Machines Corp.
Joslin, A. D., Mfg. Co.
Rapidprint Time Recorders, Inc.
Simplex Time Recorder Co.
STEWART, R. A., & CO., INC.
Stromberg Time Corp.
Time, Date and Number, Inc.

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American Numbering Machine Co.
AMERICAN SEAL & STAMP CO.
Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Joslin, A. D., Mfg. Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Rivet-O Mfg. Co.
Roberts Numbering Machine Co.
Smith, R. H., Mfg. Co.
STEWART, R. A., & CO. INC.
Superior Marking Equipment Co.
Time, Date & Number, Inc.
Wendell-Northwestern, Inc.

Davenports (Upholstered)

(See Furniture, Full Upholstered, Wood Frame)

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(See also Labels, Name Plates, Signs)

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Atlas Tag Co.
Continental Decalcomania Co.
Duro Decal Co., Inc.
Hall Industries, Inc.
International Transparency Co.
Meyercord Co., The
National Decalcomania Corp.
Palm Bros. Decalcomania Co.

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Atlas Tag Co.
Continental Decalcomania Co.
Duro Decal Co., Inc.
Meyercord Co., The
National Decalcomania Corp.

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Ebco Mfg. Co.
Fedders-Quigan Corp.
Viking Air Conditioning Corp.
Walton Laboratories, Inc.

UNSIGHTLY MARS, DENTS AND SPLINTERS
now
Completely Eliminated!
ON THE MODERN WOOD DESK
by the use of
"DENSIWOOD"
Pat. No. 2,488,301
DENSIFIED WOOD
FURNITURE COMPONENTS ®
"DENSIWOOD"* KNEE-SPACE CENTER POSTS
are being currently featured on many of the
"BETTER MAKES" of Wood Office Desks today.
MAKE SURE THAT THE DESKS YOU BUY ARE SO EQUIPPED.

"Providing the durability of Steel . . to the Warmth and Beauty of Wood"

The tendency to mar, dent and splinter is an inherent characteristic of wood. Now a revolutionary new process, resulting in densified (or hardened) components called "DensiwooD"* solves this problem. Identify this feature by making sure that our "trade-mark" and patent number appears on the inside face of all components thus manufactured. We will gladly furnish you with the names of the more progressive Manufacturers who are currently featuring "DensiwooD"* on their various lines of wood office desks.

INSIST ON THE BEST—DEMAND "DENSIWOOD"* (*TRADE MARK—REG. U.S. PAT. OFF.)

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LUNDSTROM LABORATORIES, INC.

Deodorizers (Electric)
Columbia Chemical Co., Inc.
Kisco Co., Inc.
Midwest Naturlite Co.

Deposit Slip Holders
(See Holders, Check or Deposit Slip)

Deposit Slip Trays
(See Trays, Check Posting)

Deposit Slips
(See Forms, Deposit Slip)

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(See Files, Deposit Ticket)

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Cramer Safe & Office Equipment Co
Gary Safe Co.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MOSLER SAFE CO.
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Desk Classifiers
(See Work Organizers)

Desk Distributors
(See Work Distributors)

Desk Drawer Files
(See Files, Desk, Bottom Drawer)

Desk Drawer Trays
(See Trays, Desk, Center Drawer)

Desk Feet and Shoes
(See Caster Cups)

Desk Floor Mats
(See Mats, Chair)

Desk Guards
(See Bumpers and Guards, Furniture)

Desk Lamps
(See Lamps, Desk, Fluorescent and Incandescent)

Desk Lamps (Clamp-On and Floor)
(See Lamps, Adjustable Arm, Clamp-On and Floor Type)

Desk Mechanisms
(See Typewriter Desk Mechanisms)

when you see a bold face listing . . .

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy **inquiry-cards** for complete information from advertisers

Desk Memo Pads

(See Memo Pads and Holders, Desk)

Desk Name Plates

(See Name Plates, Desk)

Desk Organizers

(See Work Organizers)

Desk Pad Corners, Protectors

Artistic Desk Pad & Novelty Co.
CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
MEIER, JOSHUA, CO., INC.
Piltzer Qualiton Products, Inc.
Plastic Fabricators Co.
POLAR MFG. CO.
SAINBERG & CO., INC.
Transparent Specialties Corp.

Desk Pads (Blotter)

Allegan Paper Products Co.
American Binder Co.
Artistic Desk Pad & Novelty Co.
BANOV-BERNSLEY & CO.
Blue Star Leather Mfg. Corp.
BOORUM & PEASE CO.
CHICAGO DESK PAD CO., INC.
Edgewater Mfg. Co., Inc.
Ehlbert Products
Finch & McCullough
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Harlich Corp.
Hoffman, L.
Mason Stationery Products, Inc.
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Osco Stationery Co.
Piltzer Qualiton Products, Inc.
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Smith, S. K., Co.
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CRAFT CM MARK

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DESK SETS
ACCESSORIES

Write for Catalogue OA featuring our

FAMOUS 1400 LINE

Top Grain Cowhide

OPEN STOCK DESK SET

Known for • **QUALITY** • **WORKMANSHIP** • **MATERIALS**

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WILSON JONES CO

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CHICAGO DESK PAD CO., INC.
Edgewater Mfg. Co., Inc.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
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POLAR MFG. CO.
Reliable Stationers Specialties Co.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

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Fox, Geo. E., & Co.
Glaziers' Tool Mfg. Corp.
Hoffman, L.
POLAR MFG. CO.

Desk Pads (Linoleum)

American Binder Co.
Artistic Desk Pad & Novelty Co.
Auburn Mfg. Co.
BANOV-BERNSLEY & CO., INC.
CHICAGO DESK PAD CO., INC.
Edgewater Mfg. Co., Inc.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
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Mason Stationery Products, Inc.
Piltzer Qualiton Products, Inc.
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WILSON JONES CO.

Desk Pads

A full line of pads in all popular sizes

STIFF • FLEXIBLE

LINOLEUM

"62 Years of Quality Craftsmanship"

Desk Sets

for home and office beautifully styled in genuine leather

We are headquarters for master-crafted Leather Desk Accessories for Office, Home and Library! Complete selections, embodying supreme workmanship in glorious leathers.

ELSANE

No. 762 Executive Series Matched Leather Accessories as shown at right, in Cordova finish top-grain Cowhide, hand-tooled with 24-kt gold border. In brown, green, mahogany, saddle, pine green.

Write for Catalog Illustrating Complete Line

SAINBERG & CO., INC. **37-43 West 26th Street, New York 10, N. Y.**

Desk Pad
HEADQUARTERS

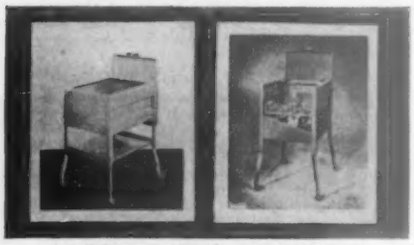
DESK PADS AND KINDRED PRODUCTS . . . all styles

FOLDING DESK PADS

several styles in fast selling folding pads for office use.

DESK PAD ACCESSORIES

beautifully designed matching accessories for smartly styled desk pads.



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OFFICE DESK PADS
HOME STYLE PADS
WORK DISTRIBUTORS
TELEPHONE BOOK COVERS

EVERYTHING IN DESK PADS

WRITE TO-DAY for our *NEW* illustrated catalog of the complete line . . . you need it!

See our Chair Cushion ad on page 85 and our Job Ticket Holder ad on page 170

C-LINE

THE
CHICAGO
DESK PAD
CO., INC.

15 N. Jefferson St.
Chicago 6

DESK PADS FINEST — DESK SETS MADE

FEATURING ALL COLORS OF TOP GRAIN COWHIDE LEATHER to match UPHOLSTERED FURNITURE

ILLUSTRATED IS NO. 1050

EXECUTIVE SERIES OPEN STOCK

Matched Leather Desk Appointments representing the finest in workmanship and materials, hand tooled in 24 Kt. Gold.

Inquire about our NEW PROMOTIONAL GENUINE LEATHER ASH TRAYS at popular prices. Individually boxed.

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Piltzer Qualiton Products, Inc.
Plastic Service Co.
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Bickett, L. M., Co.
Sun Rubber Co.
Textile Products Co.

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CHICAGO DESK PAD CO., INC.
COOKE & COBB CO.
Edgewater Mfg. Co., Inc.
Ehlbert Products
Fox, Geo. E., & Co.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
Piltzer Qualiton Products, Inc.
Regal & Wade Mfg., Inc.
Serolite Corp.
Smith, S. K., Co.
Stationers Specialty Corp.

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Artistic Desk Pad & Novelty Co.
BANOV-BERNSLEY & CO.
Blue Star Leather Mfg. Corp.
Charm Products Mfg. Corp.
CHICAGO DESK PAD CO., INC.
COOKE & COBB CO.
Edgewater Mfg. Co., Inc.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
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Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
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Reliable Stationers Specialties Co.
SAINBERG & CO., INC.
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Stationers Specialty Corp.
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Landers, Frary & Clark
McDONALD PRODUCTS CORP.
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Doringer Co.
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Nationwide Industries, Inc.

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Art Plastics Mfg. Co.
Autopoint Co.
Gits Molding Corp.
Lordell Corp.
Office Accessories Corp.
Pen-Rite Corp.
Piltzer Qualiton Products, Inc.
Serolite Corp.
Sun Glo Studios

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Finch & McCullough
Stationers Specialty Corp.
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Smith Metal Arts *Hand-crafted Desk Appointments*

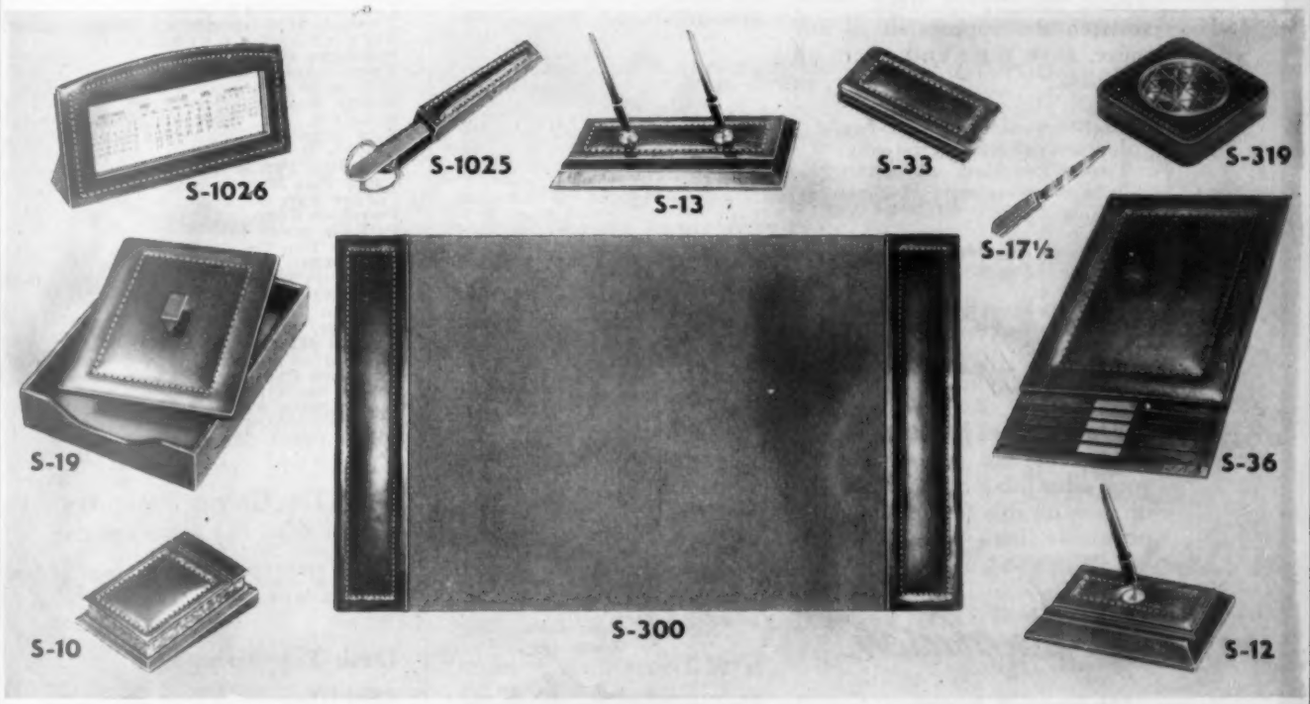
- **SILVER CREST desk appointments in a choice of GENUINE BRONZE patterns.**
- **MOON CREST desk appointments in aluminum alloy, butler silver or architectural bronze finish.**
- **MOON CREST in genuine Swedish brass.**

A "good profit" line for more than 35 years in leading office furniture and equipment and stationery stores. Versatile, open-stock selection—easy to handle without high inventory. A prestige-building line with wide sales appeal. Steady repeat business. Selection of patterns priced to attract a wide market for qualified retailers.

Pattern 136 in Genuine Bronze Illustrated

SMITH METAL ARTS CO., INC. **1721 ELMWOOD AVE., BUFFALO 7, N. Y.**

Member N.S.O.E.A. and N.O.F.A.



The above set is one of four open stock sets available in 18 standard colors of heavy weight top grain cowhide. The largest assortment of desk pads and desk set items in the industry, unequaled for quality, workmanship, or price.

POLAR MANUFACTURING CO.

323-25-27 N. 13th St., Philadelphia 7, Pa.

No. 951 CATALOG

Capillary-Action Handipen Desk Set

Capillary-Action Handipen Desk Set

attractive

Sengbusch

office aids

boost your profits,

please your customers

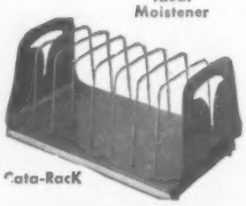
Sanitouch Moistener

These Sengbusch desk items smarten the appearance of any office, save time and effort on any desk.

- **Capillary-action Handi-Pen** desk sets end refilling nuisance. Tremendous fresh ink supply in base assures easy, effortless writing.
- **Kleradesk organizes papers** — keeps desk neat.
- **Cata-Rack** keeps heavy catalogs and books filed, easily accessible.
- **Moisteners** — a complete line for every need.

Ideal Moistener

Free circulars, blotters, display cards, etc. help make your sales job a cinch. Stock up now on this fast-moving, profitable line.



Cata-RacK

Sengbusch®

253 Sengbusch Building
Milwaukee 3, Wisconsin

No-Over-Flo Sponge Cup

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Sheaffer, W. A., Pen Co.

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Sheaffer, W. A., Pen Co.
Spencerian Pen Co.
Waterman Pen Co., Inc.
Welty Pen & Repair Co.
World Mfg. Co.

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Bank Products Co.
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Barrett, C. E. & Co.
Changepoint, Inc.
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Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Finch & McCullough
GIFT CRAFT LEATHER CO.
Hutcheon Bros.
Kahn, David, Inc.
Modern Pen Mfg. Co., Inc.
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Parker Pen Co.
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POLAR MFG. CO.
Rotary Pen Co.
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SENGBUSCH SELF-CLOSING INK-STAND CO.
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U. S. Victor Fountain Pen Co., Inc.
Waterman Pen Co., Inc.
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Edgewater Mfg. Co., Inc.
Fox, George E., & Co.
Glaziers' Tool Mfg. Co.
POLAR MFG. CO.

Desk Top Stripping

(See Glass Desk Top Stripping)

Desk Tops (Glass)

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Falconer Plate Glass Corp.
Fox, George E., & Co.
Glaziers' Tool Mfg. Corp.
Hart Mirror Plate Co.
Metropolitan Mirror & Glass Co.
Pittsburgh Plate Glass Co.
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STEEL OFFICE FURNITURE

Modern, functional steel office furniture in a wide choice of styles and models to meet every office need.

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Mason Stationery Products, Inc.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Scerbo, Frank, & Sons, Inc.
Star Office Accessories Co.
Stationers Specialty Corp.

Desk Tops (Linoleum)

Armstrong Cork Co.
Artistic Desk Pad & Novelty Co.
Auburn Mfg. Co.
BANOV-BERNSLEY & CO., INC.
CHICAGO DESK PAD CO., INC.
Congoleum-Nairn, Inc.
Edgewater Mfg. Co., Inc.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Hoffman, L.
Mason Stationery Products, Inc.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
SAINBERG & CO., INC.
Shaw-Walker Co.
Star Office Accessories Co.
Stationers Specialty Corp.

Desk Tops (Plastic)

Almac Plastics, Inc.
Blank, Arthur, & Co., Inc.
Formica Co.
Fox, Geo. E., & Co.
MEIER, JOSHUA, CO., INC.
National Plastic Products Co.
Piltzer Qualiton Products, Inc.
Plastic Service Co.
Spaulding Fibre Co., Inc.

Desk Tray Supports

(See Tray Supports, Letter Tray)

Desk Trays (Center Drawer)

(See Trays, Desk, Center Drawer)

Desk Trays (Letter)

(See Trays, Letter)

Desk Work Organizers

(See Work Organizers)

Desks (Billing Machine, Steel)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Billing Machine, Wood)

Clemco Desk Mfg. Co.
Executive Furniture, Inc.
Hanes Chair & Furniture Co., Inc.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Leopold Co.
Myrtle Desk Co.
Standard Furniture Co.

Desks (Bookkeeping Machine, Steel)

(See Desks, Machine Bookkeeping, Steel)

Desks (Calculating Machine, Steel)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Calculating Machine, Wood)

Central Desk Mfg. Co.
Doten-Dunton Desk Co.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Leopold Co.
Morval Corp.
Myrtle Desk Co.
RISHEL, J. K., FURNITURE CO.
Standard Furniture Co.
Stow & Davis Furniture Co.

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ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Business Efficiency Aids
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
General Fireproofing Co.
Globe-Wernicke Co.
Metal Office Furniture Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

indiana desk co.

The Indiana Desk Seal

indiana desk co.

is your guarantee

indiana desk co.

of many years of

indiana desk co.

customer satisfaction

indiana desk co.

JASPER, INDIANA
Manufacturers of Wood Office Desks and Tables

indiana desk co.

Desks (Charging)

(See Furniture, Library)

Desks (Check)

Add-A-Unit Partition Co.
JASPER OFFICE FURNITURE CO.
Michaels Art Bronze Co.
Newman Bros., Inc.
QUIGLEY FURNITURE CO.
Watson Mfg. Co.

Desks (Conference, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Conference, Wood)

ARNOT-JAMESTOWN CORP.
Avalon Products, Inc.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Garland Furniture Co.
Great Lakes Furniture Co.
Haeger Desk Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.

DESKS FOR EVERY OFFICE NEED

METROPOLITAN

WILTSHIRE

COMMERCE

Imperial desk company
EVANSVILLE, INDIANA

IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
Miller, Herman, Furniture Co.
Morval Corp.
Myrtle Desk Co.
National Desk Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
Standard Furniture Co.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Convertible, Storage and Filing)

ART STEEL SALES CORP.
BERGER MFG. DIVISION
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO.
Dorset Steel Equipment Co.
Durable Metal Products Co.
Hillside Metal Products, Inc.
Northwest Metal Products Co.
Sect-O-Desk Sales Corp.
Standard Furniture Co.

Desks (Executive and Clerical, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dixie Chrome Products, Div.
Dorset Steel Equipment Co.
Dray Mfg. Co.
Durable Metal Products Co.
Futuramic Steel Products Corp.
General Fireproofing Co.

Wesco's Best...

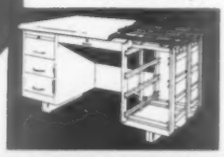
For *Quality* in office equipment at more economical prices

The 1500 LINE

Wesco is justly proud of the quality and economy built into each and every one of its products. Designed for long service, lasting appeal, and greatest utility, the Wesco brand is your guarantee of complete satisfaction.

Fashion-Aire

The latest addition to Wesco's illustrious line, Fashionaire is built in five standard models. Very sturdy construction, clean styling and marked economy are the features that make this desk today's smartest buy.



Cutaway view showing desk construction features.

Available in 2, 3 or 4 drawer standard sizes, this non-suspension file offers maximum space at very competitive prices. Heavy gauge metal and modern construction qualifies the 1500 line for the most rugged duty.

WESTERN MFG. CO. WESCO AURORA, ILL.

WESTERN MANUFACTURING COMPANY
AURORA • ILLINOIS

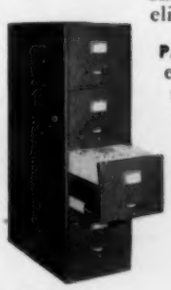
NEW CENTURY DESKS

● From the smallest office requirement to company-wide needs of the nation's largest businesses, the demand for office efficiency can best be met with Art Metal equipment and systems. Here they are . . . all in one place . . . all exhibiting Art Metal's long experience in their design, engineering, utility and dependability . . . *conveniently yours.*

ONE STOP CONVENIENCE . . . when office efficiency heads your shopping list

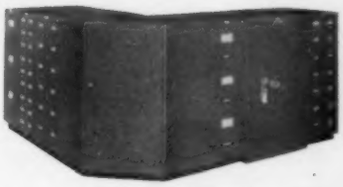
ALUMINUM OFFICE CHAIRS

PACESETTER DESKS



FILES AND SPEED FILES

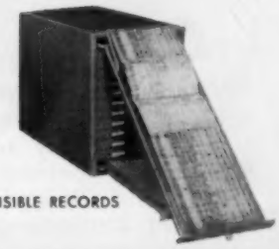
MODULAR EL-UNITS



COUNTER-HEIGHT FILES

PLANFILES

BOOKCASES, BOOK UNITS



POSTINDEX VISIBLE RECORDS

NEW CENTURY DESKS —*"Built for Action, Styled for Leadership"*— Complete in executive and general office styles and sizes, each planned and built to eliminate waste motion and reduce fatigue.

PACESETTER DESKS are handsomely styled and engineered to bring top efficiency to every work station in the general office.

ALUMINUM OFFICE CHAIRS in executive, clerical and stenographic models including special posture models. Durable construction and smart appearance join with Correct Seating in this newest Art Metal line.

LETTER AND CAP FILES — superheight 5-drawer, standard 4-drawer, counter-height 3-drawer and desk-height 2-drawer models in the Director and Commercial grades.

CARD RECORD AND GENERAL FILES in all heights and sizes, including widesections and halfsections, to fit every need.

SPEED-FILES — 15% more filing capacity, 33% more filing speed. The new revolutionary Art Metal Speed-File, with automatic expansion. Folders lay back in normal filing position automatically.

MODULAR STEEL EL-UNITS bring a new concept of office space economy by saving up to 33⅓% in floor area per work station. Seven different work tops, six cabinet units, extensive matching accessories to fit specific work conditions. Varying panel arrangements afford privacy.

COUNTER-HEIGHT FILES — Everything for the business or institutional counter . . . letter and cap files, card index files, cupboards, roller shelf cases, tops or posting desks with knee space, gates, etc. Steel or Artolin tops.

PLANFILES — An Art Metal exclusive for vertical filing of architectural and engineering plans. Simplifies filing problems for architect and engineer.

Also complete lines to meet every office requirement in BOOKCASES AND BOOK UNITS . . . POSTINDEX VISIBLE RECORD SYSTEMS . . . WABASH FILING SUPPLIES AND SYSTEMS.

ART METAL CONSTRUCTION COMPANY, Jamestown 30, N.Y.

"There's an **Art** *to Office Efficiency"*

Art Metal
Jamestown, New York
U·S·A

For 65 years the symbol of the finest in business equipment and systems

wherever office desks are used . . .

there's the *Right* JACKSON DESK to do the *Job!*

The OFFICE MASTER No. F1765 in an executive office

Write for YOUR copy of this interesting booklet —without obligation or cost. It can mean increased furniture sales and increased profits to you.

In the modern tempo, the Office Master Group of JACKSON DESKS harmonizes with the sleek efficiency of modern office decoration and design. There is an Office Master Desk for practically every need in business . . . each unit whether for executive or secretarial use offers the utmost in comfort and utility. Just a few of the many features are: Handy file drawers, Convenient drawer interiors, Easy to open drawers, Splinterproof posts, Special typewriter pedestal adjustment, Rounded corners, Plenty of knee space, etc. Write for the new JACKSON DESK CATALOG NO. 50 showing the complete line.

JASPER OFFICE FURNITURE CO.

JASPER, INDIANA

REPRESENTATIVES

James H. Davison, Route 1, Box 120, Los Gatos, Cal.
Marion V. Follin, 220 Fairbanks Road, Riverside, Ill.
George B. Wray, 130 W. 42nd St., Room 819, New York
James A. Wallace Jr., 5732 Speedway Dr., Ind'pls. Ind.
L. H. McDaniel, 1414 West Tucker St., Ft. Worth, Tex.
Fred P. Brouwer, 141 Eldred Ave., Bedford, Ohio
Homer Nix, 3858 Concourse, Jacksonville, Fla.

Security STEEL BELONGS IN EVERY OFFICE

There is Security Steel Office Furniture designed for every office and every budget. Whatever your need or choice you are assured of the finest . . . unmatched in design, quality craftsmanship and modern office efficiency.

MSF-60 FLAT TOP DESK

4SF-60 FOUR LEG FLAT TOP DESK

SESF-60 SQUARE-EDGE DESK

9201 — 2 dwr. ltr. file (29" or 30½" high)

9301 — 3 dwr. ltr. file (41 13/16" high)

9401 — 4 dwr. ltr. file (52" high)

9501 — 5 dwr. ltr. file (60" high)

SECURITY STEEL EQUIPMENT CORPORATION, AVENEL, N. J.

Desks (Executive and Clerical, Steel)

(Continued from page 92)

Globe-Wernicke Co.
Harrison Steel Cabinet Co.
HASKELL, INC.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
ROCKWELL-BARNES CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Executive and Clerical, Wood)

Alma Desk Co.
ARNOT-JAMESTOWN CORP.
Avalon Products, Inc.
Berman, L., & Co.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Garland Furniture Co.
Gillespie Furniture Co.
Great Lakes Furniture Co.
Haeger Desk Co.
Hamilton Desk Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
Miller, Herman, Furniture Co.
Morval Corp.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
National School Equipment Co.
Raymond Co., Inc.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Sarasam Corp.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
Spence Furniture Co.
Standard Furniture Co.
Stow & Davis Furniture Co.
Tell City Desk Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Factory, Foreman's)

Angle Steel, Inc.
BERGER MFG. DIVISION
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
Dorset Steel Equipment Co.
General Fireproofing Co.
HASKELL, INC.
Interior Steel Equipment Co.
Lyon Metal Products, Inc.
Royal Metal Mfg. Co.
Standard Furniture Co.
Yawman and Erbe Mfg. Co.

Desks (Fanfold)

(See Desks, Billing Machine)

Desks (Key Punch)

Duro Consolidated, Inc.
Monarch Metal Products, Inc.
Tab Products Co.
Wright & Co.

Desks (Machine Bookkeeping, Steel)

ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
General Fireproofing Co.
Globe-Wernicke Co.
LeFebure Corp.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.

Desks (Receptionists, Metal)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
Dixie Chrome Products, Div.
Durable Metal Products Co.
Geller, J. R., Co.
General Fireproofing Co.
HASKELL, INC.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Steel Furniture Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Receptionists, Wood)

ARNOT-JAMESTOWN CORP.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Garland Furniture Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
Huntington Chair Corporation
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
Myrtle Desk Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Standard Furniture Co.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

for faster easier selling— SHOW YOUR CUSTOMERS A "HOOSIER OFFICE"

"BUILT TRUE CLEAR THRU" HOOSIER DESK COMPANY
JASPER • INDIANA

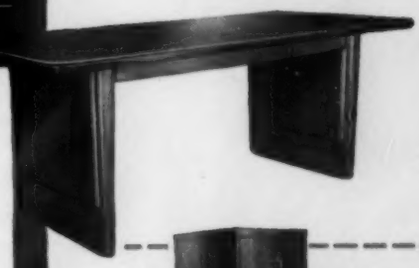
ALL-STEEL the complete line of Quality Office Equipment

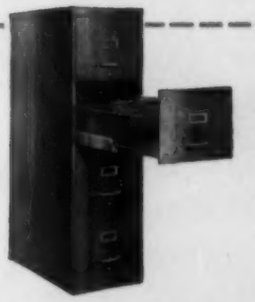
ASE Desks in all types and sizes. Convertibility of tops and drawers reduces dealer inventory. Flat top desk, 60" x 30", shown.

Complete line of blueprint cabinets—a size for all standard size drawings.

Over 36 styles and sizes of Storage, Wardrobe and Combination Cabinets. 3485 Combination Cabinet shown.

6276 Panel Leg Table—Seven sizes of office and conference tables embodying the same modern design and convertability





5401 Four Drawer Filing Cabinet—a style and size to meet every requirement.

ASE Swivel, Side and Posture Chairs Modernly Designed. Styled for beauty, comfort and efficiency.

● Your customers—from the smallest office to the largest nation-wide business—will quickly appreciate the beauty and quality of ASE's Steel Office Equipment.

The continuing success of ASE is the result of many factors. The top quality of manufacture and design and the completeness of the line are just two of these factors.

Every unit in the line has quality features that ASE's engineers and designers have built in . . . features that your customers will recognize . . . features that you can sell.

- DESKS and TABLES
- FILING CABINETS
- UNIT ROBES
- STORAGE and WARDROBE CABINETS
- BLUEPRINT FILES
- BOOKCASES
- UTILITY RACK
- COUNTER SECTION EQUIPMENT
- CARD FILES
- KEY CABINETS
- CLOTHING LOCKERS
- OFFICE CHAIRS
- POSTURE CHAIRS

ALL-STEEL EQUIPMENT INC.

44 GRIFFITH AVENUE • AURORA, ILLINOIS

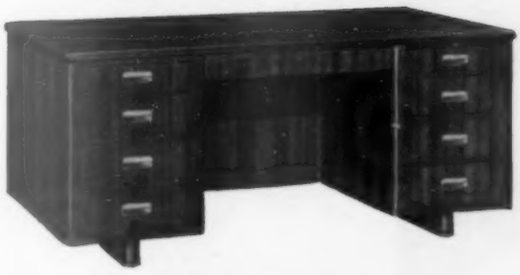
COLUMBIA
DISTINCTIVE OFFICE FURNITURE
SOLD EXCLUSIVELY THROUGH DEALERS
COLUMBIA STEEL EQUIPMENT COMPANY
PHILADELPHIA 7, PENNSYLVANIA
EXECUTIVE OFFICE
LINCOLN-LIBERTY BLDG.
FACTORY
3RD, ANNSBURY, ORIANNA & WINGOHOCKING STS.

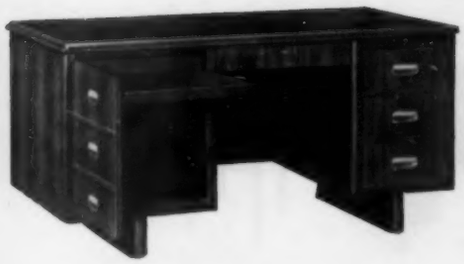
For Salesmen With a Selling Problem

Selling office furniture during competitive periods is easier when your line is as complete as the Jasper Desk Co., Modern Series.

Available in Softone Oak or genuine Walnut.

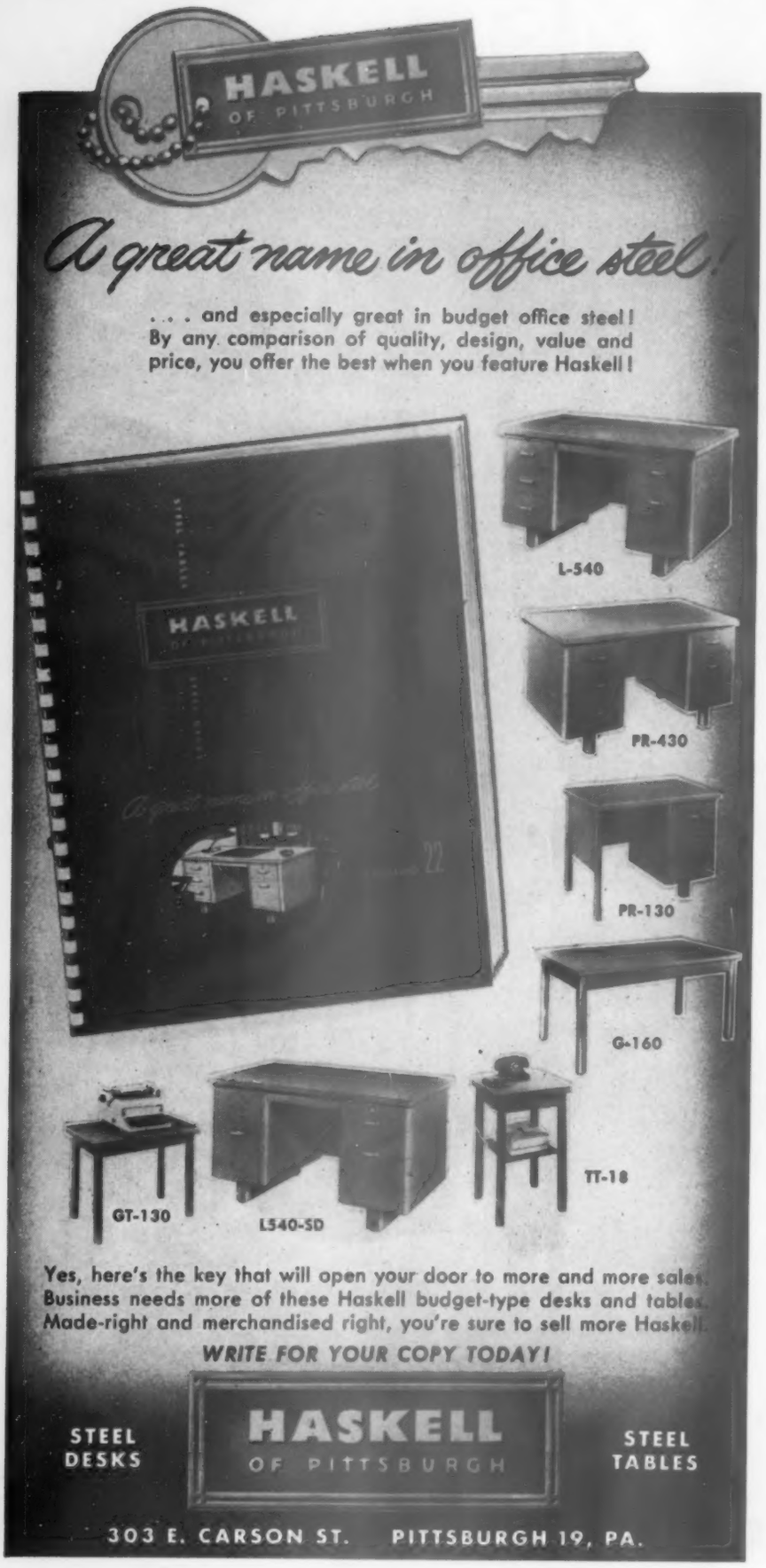
For information and literature write to Dept. A-353, Jasper Desk Co., Jasper, Indiana.





THE JASPER DESK CO. JASPER. IND.

THE JASPER DESK CO., JASPER, IND.



Desks (Salesman's, Steel)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
Dixie Chrome Products, Div.
Dorset Steel Equipment Co.
Durable Metal Products Co.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Royal Metal Mfg. Co.
Sect-O-Desk Sales Corp.
Steel Furniture Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Desks (Salesman's, Wood)

ARNOT-JAMESTOWN CORP.
Avalon Products, Inc.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Flewelling, L. C., Co.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
Huntington Chair Corporation
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
Myrtle Desk Co.
Morval Corp.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Spence Furniture Co.
Standard Furniture Co.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Desks (Transcribing, Metal)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
General Fireproofing Co.
HASKELL, INC.
Metal Office Furniture Co.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Desks (Transcribing, Wood)

Hanes Chair & Furniture Co., Inc.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Myrtle Desk Co.
Standard Furniture Co.

Desks (Typewriter, Steel, Drophead)

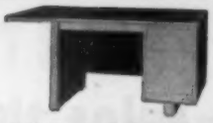
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
General Fireproofing Co.
ORNA METAL PRODUCTS CO.
Remington Rand Inc.
Shaw-Walker Co.

Desks (Typewriter, Steel, Fixed-Bed)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dixie Chrome Products Div.
Filex Steel Products, Inc.
Futuramic Steel Products Corp.

The STEEL AGE Conference Line Desks

STEEL AGE—the name that has been the symbol of highest quality and craftsmanship in steel office furniture for over three decades—now presents to American business the superbly styled new *Conference* Desk Line. Designed with distinctive extended tops, these fine new Steel Age desks have inherited *all* of the tried and tested superiorities of the famous Steel Age "3000" Line Desks—their comfort, beauty and functional design. The *Conference* Desk Line enables every office—large or small—to enjoy exciting new beauty, greater job efficiency and increased working comfort. The line includes five 45" single pedestal Interview Desks . . . four 60" double pedestal Conference Desks and six Conference Tables in sizes ranging from 45" to 120". It will pay you to get acquainted with the features and advantages of the *Conference* Desk Line. *Write for free booklet today!*



45" Single Pedestal Desks

60" Double Pedestal Desks

Conference Tables

The Quality Choice of Modern Offices

Steel Age

CORRY-JAMESTOWN MFG. CORP., CORRY, PA.

Branch Offices: Boston • New York • Philadelphia • Atlanta • Detroit • Chicago • Dallas • Los Angeles • San Francisco

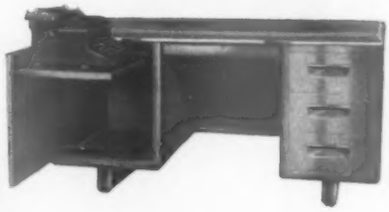
◄ SEE PAGES 4 TO 20 FOR ADDRESSES; PAGES 247 TO 278 FOR TRADE NAMES ►

Model 150 Posture Arm Swivel Chair

Model 3060 Plastite Top Double Pedestal Desk

Model 58 Stenographic Aluminum Posture Chair

Model 95 Side Arm Chair



Model 3160-L Plastite Top Secretarial Desk

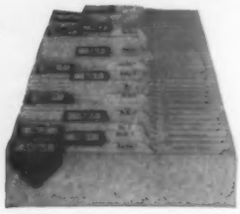
SPELLED OUT IN PICTURES...

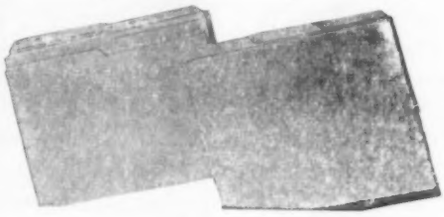
Two, Three, Four, and Five Drawer Files available in two grades — Glider and B grade

more sales through the complete Browne-Morse line

For information on Browne-Morse's complete line of desks, chairs, files, and filing supplies write for Catalog 53 and Catalog No. 51-S.

Simplex Index





Manila Folders

Pressboard Folders

Browne-Morse COMPANY
MUSKEGON, MICHIGAN

ARCHITECTS OF EFFICIENCY FOR AMERICA'S OFFICES

EYE APPEAL

No. 6032 G

LOW-COST DEPENDABLE DESK

For TOP VALUE in Office Desks—Gear Your Sales to this Volume Line for Increased Profits!

No. 6032 G Flat Top Double Pedestal (illustrated) $115.90 List Price

No. 6032 TG Matching Secretarial Desk with standard Seng Typewriter Attachment. FINISHES: Walnut and Mahogany. List Price $135.90

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(Continued from page 100)

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(Continued from page 103)

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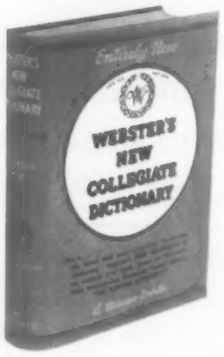

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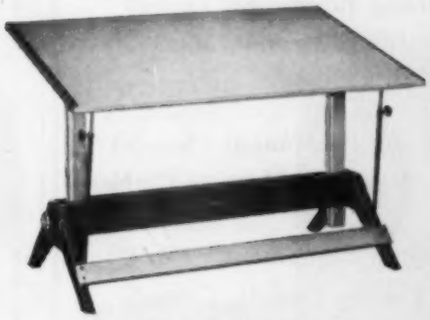

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Little, A. P., Inc.
Manifold Supplies Co.
Master Addresser Co.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Div.
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Polychrome Corp.
Post-O-Graf Mfg. Co.
Pres-To-Line Corp. of America
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Quest Mfg. Co.
Redigraph, Inc.
Remington Rand Inc.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
Speed-O-Print Corp.
Spiritform Co.
Standard Duplicating Machines Corp.
Storms, H. M., Co.
Taylor, R. A., Corp.
Technygraph Co.
Tru-Rite, Inc.
Visirecord, Inc.
Waters and Waters Branch
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.

Duplicator Paper (Mimeo)

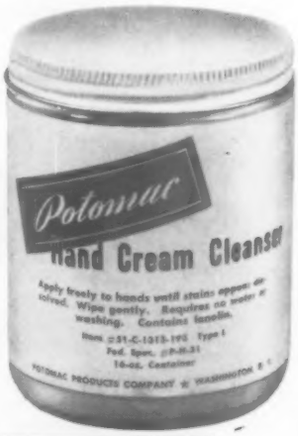
(See Paper, Duplicator, Mimeo)

2 sensational profit-makers

Potomac
WATERLESS HAND CLEANER
For Office Workers – Printers

It removes instantly hectograph, duplicating and printing inks, graphite and other hard-to-remove substances. Eliminates the necessity of soap and water; no caustics to roughen or irritate the skin—contains lanolin. Economical—just a small quantity needed for a thorough cleaning job. Contains no kerosene or petroleum solvents.

16 oz. jar, $1.00 Retail **8 oz. $.60 Retail**



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For all spirit duplicators

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- QUICK DRYING
- MAXIMUM COPIES
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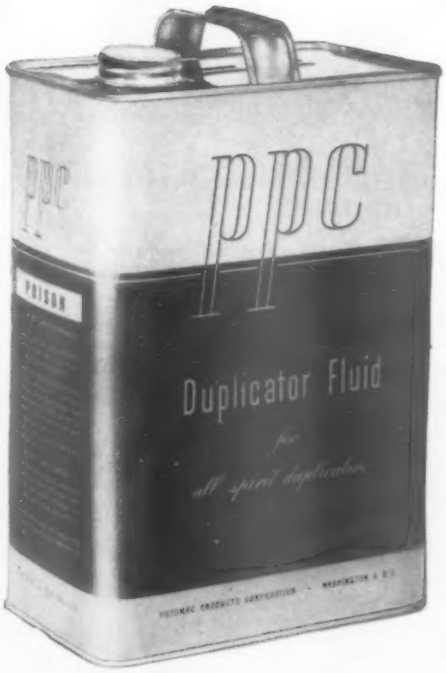
- MEETS GOVERNMENT SPECIFICATIONS TYPE II UNDER GENERAL SERVICES OD-825
- MONEY BACK GUARANTEE

List $3.00 Per Gallon

A high grade fluid used by the government and guaranteed to give utmost satisfaction. Priced for top dealer profits—COMPARE!

Write for Dealer Discounts



Potomac **PRODUCTS CORP.**
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***Eastern Rep.*—Lifton-Keppler Associates, 321 Broadway, New York, New York**

Duplicator Paper (Spirit and Gelatin)

(See Paper, Duplicator, Spirit and Gelatin)

Duplicator Rolls and Films

Autocopy, Inc.
Beck Duplicator Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
Redigraph, Inc.
Smith-Corona Inc.

Duplicator Slip-Sheeters

Dick, A. B., Co.
Duplicating Papers, Inc.
Harding, Milo, Co.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Rex-Rotary Distributing Corp.
Technygraph Co.

Duplicator Stencil Correction Fluid

Ace Duplicating Supply Co., Inc.
Acme Stencil Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
Beck Duplicator Co.
Cardinell Corp.
Challenger, Inc.
Continental Ink Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Duplicating Papers, Inc.
Duplicator Paper Co.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
Key Ribbon & Carbon Co.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Div.
Niagara Duplicator Co.
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Pengad Mfg. Co.
Pereles Bros., Inc.
Polychrome Corp.
Post-O-Graf Mfg. Co.
POTOMAC PRODUCTS CORP.
Pres-To-Line Corp. of America
Remington Rand Inc.
Repeat-O-Type Stencil Mfg. Co.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
SHALLCROSS CO.
Smith, H. E., Co.
Speed-O-Matic Co.
Speed-O-Print Corp.
Stafford, S. S., Inc.
Starkey Chemical Process Co.
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Duplicator Stencil Files

(See Files, Stencil, Duplicator)

Duplicator Stencil Scopes

American Stencil Mfg. Co.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Dick, A. B., Co.
Du Prints, Inc.
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
Hart Mfg. Co.
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HEYER CONQUEROR
SPIRIT DUPLICATOR

The machine with all the features! Now with exclusive new Raise-and-Lower control, plus other improvements for increased efficiency.

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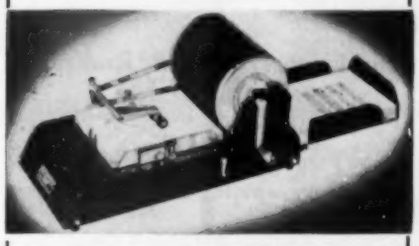

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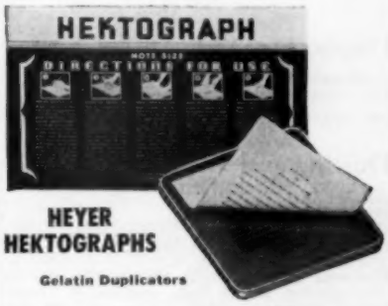

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For low cost, short run duplicating. A top-quality model for every purpose, every budget!

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For every brand . . . every model. Heyer quality supplies bring new efficiency to every duplicator user.

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Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Speed-O-Print Corp.
Technygraph Co.
Tru-Rite, Inc.

Duplicator Stencils

(See Stencils, Duplicator)

Duplicator Supplies (Offset)

Addressograph-Multigraph Corp
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Stencil Mfg. Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Continental Ink Co.
Copy Papers Sales and Service Agency, Inc.
Davidson Corp.
Dick, A. B., Co.
Keller Duplicator Co.
Key Ribbon & Carbon Co.
Lumirol Corp.
Mimeo Mfg. Co.
Old Town Corporation
Peerless-Imperial Co., Inc.
Polychrome Corp.
POTOMAC PRODUCTS CORP.
Queen Ribbon & Carbon Co.
Rapid Roller Co.
Remington Rand Inc.
Replica Products Corp.
Standard Duplicating Machines Corp.
Technygraph Co.

Duplicators (Automatic Typewriter)

American Automatic Typewriter Co.
Commercial Controls Corp.
Robotyper Corp.

Duplicators (Gelatin)

Autocopy, Inc.
Beck Duplicator Co.
Beckley-Cardy Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
Gel-Sten Supply Co., Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
Levison & Blythe Mfg. Co.
Redigraph, Inc.
Smith-Corona Inc.

Duplicators (Lithographic)

Addressograph-Multigraph Corp.
Davidson Corp.

Duplicators (Photographic)

(See Photocopy Equipment)

Duplicators (Post Card)

American Stencil Mfg. Co.
Bond Equipment Co.
Cardmaster Co.
Hart Mfg. Co.
HEYER CORP.
Keller Duplicator Co.
Mimeo Mfg. Co.
Mimeograph Supply Co.
MULTISTAMP CO., INC.
Pekas Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co.
Speed-O-Matic Co.
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Vari-Color Duplicator Co.

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Albright, J. E., & Co.
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Mimeo Mfg. Co.

QUICK! ACCURATE! EASY!

1,000 or more clear, sharp impressions without re-inking!

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OVER 30 YEARS

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Dick, A. B., Co.
Ditto, Inc.
Du Prints, Inc.
DUPLICOPY CO.
Hart Mfg. Co.
Hectographia Corp.
HEYER CORP.
Master Addresser Co.
Old Town Corporation
Post-O-Graf Mfg. Co.
Pres-To-Line Corp. of America
Queen Systems Corp.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp.
Smith-Corona Inc.
Standard Duplicating Machines Corp.
Wolber Duplicator & Supply Co.

Duplicators (Stencil, Rocker Type)

Bond Equipment Co.
Cardmaster Co.
HEYER CORP.
Mimeo Mfg. Co.
MULTISTAMP CO., INC.
Pekas Duplicator Co.
Post-O-Graf Mfg. Co.
Print-O-Matic Co., Inc.
Sten-C-Labl, Inc.
Weber Addressing Machine Co.

Duplicators (Stencil, Rotary)

Addo Machine Co., Inc.
Autocopy, Inc.
Beck Duplicator Co.
Bohn Duplicator Corp.
Bond Equipment Co.
Dansen Co.
Dayton Typewriter Co.
Dick, A. B., Co.
Du Prints, Inc.
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.
Post-O-Graf Mfg. Co.
Pres-To-Line Corp. of America
Print-O-Matic Co., Inc.
Rex-Rotary Distributing Corp.
Speed-O-Print Corp.
Technygraph Co.
Vari-Color Duplicator Co.

Duplicators (Type)

Addressograph-Multigraph Co.
Davidson Corp.

Dusting and Wiping Cloths

Ames Bag Co., Inc.
Blake Industries
Cadie Chemical Products, Inc.
Columbia Wiping Cloth Co.
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General Cement Mfg. Co.
Hertzberg, H., & Son, Inc.
Hoag-Farmer Mfg. Co. (Yarn and Feather)
Howard Dustless Duster Co.
Mounties, Inc.
Munising Paper Co. (Paper)
Pioneer Mfg. Co.
Scott Paper Co. (Paper)

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(See Telephone Ear Cushions)

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(See Covers, Electric Fan)

Electric Fans

(See Fans, Electric)

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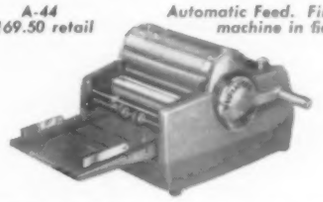
The Complete

SPIRIT DUPLICATOR LINE

A-44
$169.50 retail

Automatic Feed. Finest machine in field.



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Murray Engraving Co.
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Stauder Engraving Co.
Whitehall, Inc.
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Engraving Machines

Acromark Co.
Green Instrument Co., Inc.
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Envelope Openers

(See Openers, Envelope)

Envelope Sealers

(See Sealers, Envelope)

Envelopes (Air Mail)

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American Envelope Co.
American Paper Products Co.
Atlanta Envelope Co.
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Cupples-Hesse Corp.
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Eastern Tablet Corp.
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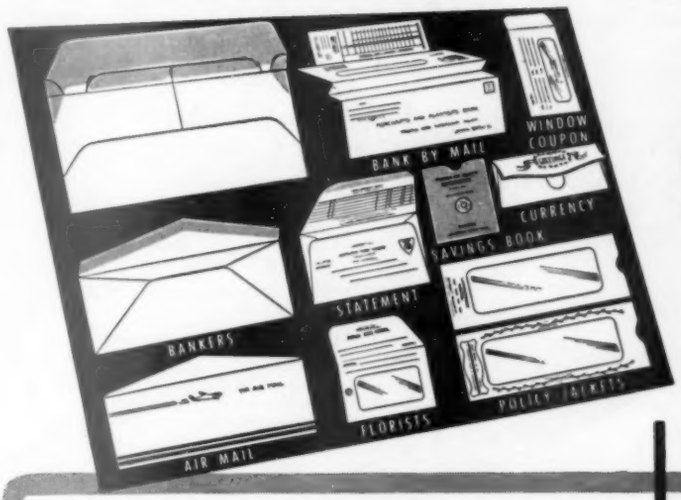
Garden City Envelope Co.
Hampshire Paper Co., Inc.
Hano Paper Co., Inc.
Hyman, L., & Sons
Lafayette Co., The

it's a wise dealer
who adds up the score!



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Boston Envelope Co.
COOKE & COBB CO.
Eastern Tablet Corp.
Josephson Mfg. Corp.
Marvin Envelope & Paper Co.
Mills Envelope Co.
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Neostyle, Inc.
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Processed Papers
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American Paper Products Co.
Ames Safety Envelope Co.
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Atlanta Envelope Co.
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COOKE & COBB CO.
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Eastern Tablet Corp.
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Goodbody, Wm., Envelope Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
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Wolf Brothers, Inc.
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Worcester Envelope Co.

Envelopes (Cellophane)

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Ames Bag Co., Inc.
Andrews, P. L., Corp.
Blank, Arthur, & Co., Inc.
Cupples-Hesse Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
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Andrews, P. L., Corp.
Atlanta Envelope Co.
Boston Envelope Co.
COOKE & COBB CO.
Eastern Tablet Corp.
Hyman, L., & Sons
Josephson Mfg. Corp.
Marvin Envelope & Paper Co.
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Mills Envelope Co.
Neostyle, Inc.
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Outlook Envelope Co.
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Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
WILSON JONES CO.
Wolf Brothers, Inc.
Worcester Envelope Co.

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Ames Safety Envelope Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
Boston Envelope Co.
Brown Paper Goods Co.
Cupples-Hesse Corp.
Eastern Tablet Corp.
General Manifold & Printing Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
Mills Envelope Co.
National Tag & Label Corp.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.

Envelopes (Coin)
(Continued from page 113)

Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Todd Co., Inc.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Western Tablet & Staty. Co.
Wolf Brothers, Inc.
Wolf Envelope Co.
Worcester Envelope Co.

Envelopes (Commercial)

Affleck Stationery Co.
American Envelope Co.
American Paper Products Co.
Andrews, P. L., Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Atlanta Envelope Co.
Boston Envelope Co.
Brown Paper Goods Co.
Commercial Paper Co.
Cupples-Hesse Corp.
Delta Envelope Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Ennis Tag & Salesbook Co.
Garden City Envelope Co.
Hano Paper Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mills Envelope Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Pittsburgh Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Western States Envelope Co.
Western Tablet & Staty. Corp.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Currency, Gift)

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MAY, J. L., CO., INC.
NORTHERN STATES ENVELOPE CO.
Saxon Paper Corp.
Stationers Guild of America
Tension Envelope Corp.
Transo Envelope Co.
Wansco Paper Products Co., Inc.
Worcester Envelope Co.

Envelopes (Duplex)

American Paper Products Co.
Ames Safety Envelope Co.
Atlanta Envelope Co.
Marvin Envelope & Paper Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Processed Papers
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Worcester Envelope Co.

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Affleck Stationery Co.
AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Andrews, P. L., Corp.
Atlanta Envelope Co.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Diemer, John F., Co.
Globe-Wernicke Co.
Hyman, L., & Sons
Jewell & Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
Marvin Envelope & Paper Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Remington Rand Inc.
Saxon Paper Corp.
SMEAD MFG. CO., INC.
Standard Envelope Mfg. Co.
Stationers Guild of America
Tension Envelope Corp.
U. S. Envelope Co.
WILSON JONES CO.
Worcester Envelope Co.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Envelopes (Glassine)

American Paper Goods Co.
Ames Bag Co., Inc.
Andrews, P. L., Corp.
Atlanta Envelope Co.
Cupples-Hesse Corp.
Hano Paper Co., Inc.
Herz Mfg. Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Neostyle, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
Saxon Paper Corp.
Shellmar Products Corp.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
U. S. Envelope Co.
Worcester Envelope Co.

Envelopes (Legal)

American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Boston Envelope Co.
COOKE & COBB CO.
Hyman, L., & Sons
Mills Envelope Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
SMEAD MFG. CO., INC.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
WILSON JONES CO.
Worcester Envelope Co.

Envelopes (Payroll)

American Paper Goods Co.
American Paper Products Co.
Ames Safety Envelope Co.
Atlanta Envelope Co.
Boston Envelope Co.
Consolidated Business Systems, Inc.
Eastern Tablet Corp.
General Manifold & Printing Co.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
NORTHERN STATES ENVELOPE CO.
Outlook Envelope Co.
QUALITY PARK ENVELOPE CO.
S-K Forms Co.
Saxon Paper Corp.
Sheppard Envelope Co.
Standard Envelope Mfg. Co.
Tension Envelope Corp.
Transo Envelope Co.
U. S. Envelope Co.
Wansco Paper Products Co., Inc.
Watts, Alfred Allen, Co., Inc.
Wolf Brothers, Inc.
Worcester Envelope Co.

Envelopes (Plastic)

American Kleer-Vu Plastics, Inc.
Ames Safety Envelope Co.
Blank, Arthur, & Co.
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Cylindrical stick eraser of finest rubber in attractive plastic holder. Tip unscrews so eraser can be moved outward. Red rubber for pencil erasing; gray rubber for ink and typewriting. Made in pocket style (with clip) and brush whisk style for typists. Refills.

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(See Punches, Eyelet)

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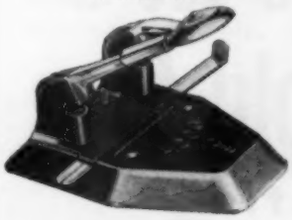
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Keep the complete Victor line in Stock.

Card guides of bristol and pressboard with plain, flat celluloided metal or tube tabs.

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(See Labels, File Folder)

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(See Signals)

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The Steelmasters' Executive
ART STEEL SALES CO. NEW YORK, U.S.A.

'GRADE "A" 2800 SERIES

THE MOST BEAUTIFUL FILE IN THE WORLD

EXCLUSIVE!

SPECIFICATIONS

Fabrication: Grade "A" in all constructional details and refinements. Engineered to give you the greatest available space for filing and work. In modern style for the most dignified office. In good taste for years and years.

Construction: Sturdily constructed to Steelmaster's superior specifications — best grade of selected furniture steel. An engineering triumph!

Suspension: Full suspension that works drawers with effortless ease under full load. The ultimate refinements in full suspension for filing equipment.

Instant Positive Compressor: Side locking positive compressor keeps contents in upright orderly working position. Instantly effective in a magnificent engineering accomplishment.

Streamlined, contoured round drawer fronts express the best in modern design.

No.	Description	Outside Dimensions Width	Height	Depth	Inside Drawer Dimensions Width	Height	Depth
F2802	2 drawer letter file	15"	29½"	28½"	12 1/16"	10⅝"	27¾"
F2802C	2 drawer legal file	18"	29½"	28½"	15 1/16"	10⅝"	27¾"
F2803	3 drawer letter file	15"	40"	28½"	12 1/16"	10⅝"	27¾"
F2803C	3 drawer legal file	18"	40"	28½"	15 1/16"	10⅝"	27¾"
F2804	4 drawer letter file	15"	52⅛"	28½"	12 1/16"	10⅝"	27¾"
F2804C	4 drawer legal file	18"	52⅛"	28½"	15 1/16"	10⅝"	27¾"

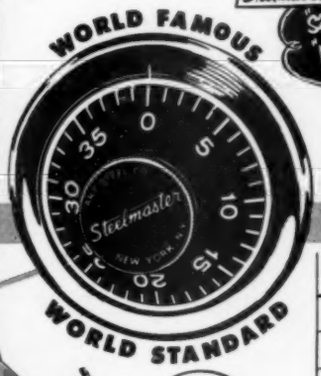
ADD LETTER "L" TO CATALOG NUMBER IF FULL PLUNGER LOCK WISHED. F2804

SAF4X

THE SAFO PROTECTION FILE

A top Grade "A" file — full suspension — all refinements — secures perfect filing action... and more — greater protection — more security against pilferage — rigid construction. The perfect application for function and safety.

Steelmaster "safer-at-home" equipment means "peace-of-mind" for you!



Security safety vault compartment double walled for additional security, and vault door double wall protected by your individual combination lock. Only you know your own secret combination.

AVAILABLE IN FOUR FINISHES: SOFT GREY, STANDARD GREEN, FROST TAN, AND FROST GREEN EXTRA.

No.	Description	Outside Dimensions Height	Width	Depth	Ship. Wt. FOB N.Y.
SAF4X	4 section safety file—letter size Safety vault sect.—inside dim.	52" 10⅜"	14¾" 12"	26½" 25"	140 lbs.
SAF4CX	4 section safety file—legal size Safety vault sect.—inside dim.	52" 10⅜"	17¾" 15"	26½" 25"	146 lbs.
SAF3X	3 section safety file—letter size Safety vault sect.—inside dim.	40" 10⅜"	14¾" 12"	26½" 25"	110 lbs.
SAF3CX	3 section safety file—legal size Safety vault sect.—inside dim.	40" 10⅜"	17¾" 15"	26½" 25"	116 lbs.
SAF2X	2 section safety file—letter size Safety vault sect.—inside dim.	30½" 10⅜"	14¾" 12"	26½" 25"	85 lbs.
SAF2CX	2 section safety file—legal size Safety vault sect.—inside dim.	30½" 10⅜"	17¾" 15"	26½" 25"	92 lbs.

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170 w. 233rd st. n. y. 63, n. y.

The Steelmasters' Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

SERVING AMERICA AND WORLD INDUSTRY

THE BEST GRADE "A" FEATURES IN LOW COST FILING

THE NEW 2600 SERIES

FULL SUSPENSION
SIDE LOCKING FOLLOWER BLOCK
INSTANT COMPRESSOR—ALUMINUM HARDWARE

✪ it's wider ✪ it's heavier ✪ it's better

49 STYLES TO SERVE EVERY FILING REQUIREMENT

No.	Description	Outside Dimensions			Inside Drawer Dimensions		
		Width	Height	Depth	Width	Height	Depth
F2605	5 drawer letter file	14¾"	58½"	26½"	12¼"	10⅜"	25¾"
F2604	4 drawer letter file	14¾"	52"	26½"	12¼"	10¾"	25¾"
F2604C	4 drawer legal file	17¾"	52"	26½"	15¼"	10¾"	25¾"
F2614	3 letter size drawers and 2 double compartmented drawers for 3x5 or 4x6	14¾"	52"	26½"	12¼"	10¾"	25¾"
F2645	3 legal size drawers with 2 triple compartment drawers for 3x5 or 2 double compartments for 4x6	17¾"	52"	26½"	15¼"	10¾"	25¾"
F2647	4 drawer Document File	17¾"	52"	26½"	15¼"	10¾"	25¾"
F2658	7 drawer-card file for 5x8	19"	52"	26½"	16½"	5½"	25¾"
F2658CH	5 drawer card file counter height for 5x8	19"	40"	26½"	16½"	5½"	25¾"
F2600KS	Knee space unit counter-height with drawer	24"	40"	26½"	21⅜"	4½"	25¼"
F2603	3 drawer letter file	14¾"	40"	26½"	12¼"	10¾"	25¾"
F2603C	3 drawer legal file	17¾"	40"	26½"	15¼"	10¾"	25¾"
F2602	2 drawer letter file	14¾"	30½"	26½"	12¼"	10¾"	25¾"

Top Value—Top Service
Low Cost—The best in its Class!

No.	Description	Outside Dimensions			Inside Drawer Dimensions		
		Width	Height	Depth	Width	Height	Depth
F2602C	2 drawer legal file	17¾"	30½"	26½"	15¼"	10¾"	25¾"
F2612	1 letter drawer and 2 card drawers for 3x5 or 4x6	14¾"	30½"	26½"	12¼"	10¾"	25¾"
F2613	2 letter drawers and 2 card drawers for 3x5 or 4x6	14¾"	40"	26½"	12¼"	10¾"	25¾"
F2636	6 drawer card file for 3x5 or 4x6	14¾"	40"	26½"	12¼"	4⅝"	25¾"
F2644	8 drawer-card file for 3x5 or 4x6	14¾"	52"	26½"	12¼"	4⅝"	25¾"
F2648	8 drawer-card file for 3x5	17¾"	52"	26½"	15¼"	4⅝"	25¾"
F2655	5 drawer invoice file	12¾"	52"	26½"	10¼"	8¼"	25¾"
F2688	8 drawer check and voucher file	12¾"	52"	26½"	10¼"	4⅝"	25¾"
F2630	3 drawer ledger and small X-ray file	14¾"	52"	26½"	12¼"	14½"	25¾"
F2616	2 letter size drawers and 4 compartmented drawers for 3x5 or 4x6	14¾"	52"	26½"	12¼"	10¾"	25¾"
F2605C	5 drawer legal file	17¾"	58½"	26½"	15¼"	10⅜"	25¾"

IF FULL PLUNGER LOCK REQUIRED, ADD LETTER "L" AFTER CATALOG NUMBER.

Literature available

The Steelmasters • art steel sales corp.
170 w. 233rd st. n. y. 63, n. y.

The Steelmasters Steelmaster ART STEEL SALES CO. NEW YORK U.S.A.

SERVING AMERICA AND WORLD INDUSTRY

MORE SECURITY MORE PROTECTION

Steelmaster "safer-at-home" equipment means "peace-of-mind" for you!

Only you know your own secret combination

No.	Description	Outside Dimensions Width	Outside Dimensions Height	Outside Dimensions Depth	Inside Drawer Dimensions Width	Inside Drawer Dimensions Height	Inside Drawer Dimensions Depth
SAF4X	3 letter drawers, 1 vault	15"	52"	26½"	12¼"	10⅜"	25¾"
	Inside dimensions vault section				10⅜"	12"	23½"
SAF4CX	3 legal drawers, 1 vault	18"	52"	26½"	15¼"	10⅜"	25¾"
	Inside dimensions vault section				10⅜"	15"	23½"
SAF3X	2 letter drawers, 1 vault	15"	40"	26½"	12¼"	10⅜"	25¾"
	Inside dimensions vault section				10⅜"	12"	23½"
SAF3CX	3 legal drawers, 1 vault	18"	40"	26½"	15¼"	10⅜"	25¾"
	Inside dimensions vault section				10⅜"	15"	23½"
SAF2X	1 letter drawer, 1 vault	15"	30½"	26½"	12¼"	10⅜"	25¾"
	Inside dimensions vault section				10⅜"	12"	23½"
SAF2CX	1 legal drawer, 1 vault	18"	30½"	26½"	15¼"	10⅜"	25¾"
	Inside dimensions vault section				10⅜"	15"	23½"
CB1X	All-In-One office, letter	27"	34"	16"	12¼"	10¾"	15¾"
	Inside dimensions vault section				11½"	9⅛"	15½"
CB1CX	All-In-One office, legal	30"	34"	16"	15¼"	10¾"	15¾"
	Inside dimensions vault section				11½"	9⅛"	15½"
CB2X	All-In-One office, letter	27"	40"	16"	12¼"	10¾"	15¾"
	Inside dimensions vault section				11½"	9⅛"	15½"

GREY OR GREEN
SELECT YOUR COLOR.

LITERATURE AVAILABLE

No.	Description	Outside Dimensions Width	Outside Dimensions Height	Outside Dimensions Depth	Inside Drawer Dimensions Width	Inside Drawer Dimensions Height	Inside Drawer Dimensions Depth
CB2CX	All-In-One office, legal	30"	40"	16"	15¼"	10¾"	15¾"
	Inside dimensions vault section				11½"	9⅛"	15½"
CB3X	All-In-One office, letter	27"	40"	16"	12¼"	10¾"	15¾"
	Inside dimensions vault section				11½"	9⅛"	15½"
CB3CX	All-In-One office, legal	30"	40"	16"	15¼"	10¾"	15¾"
	Inside dimensions vault section				11½"	9⅛"	15½"
AA1	Do-All-In-One, letter	30"	34"	16"	12¼"	10¾"	15¾"
	Inside dimensions vault section				5½"	7"	15½"
AA2	Do-All-In-One, legal	33"	34"	16"	15¼"	10¾"	15¾"
	Inside dimensions vault section				5½"	7"	15½"
AA3X	Do-All-In-One, letter	30"	34"	16"	12¼"	10¾"	15¾"
	Inside dimensions vault section				11⅝"	7"	15½"
AA4X	Do-All-In-One, legal	33"	34"	16"	15¼"	10¾"	15¾"
	Inside dimensions vault section				11⅝"	7"	15½"
F2201X	Special storager,	18"	31"	16"			
	Inside dimensions vault section				8"	7"	15"
CB6X	Special storager,	17¾"	30½"	16"			
	Inside dimensions vault section				16½"	21"	15¾"

IF LOCKS DESIRED, ADD LETTER "L" AFTER CATALOG NUMBER.

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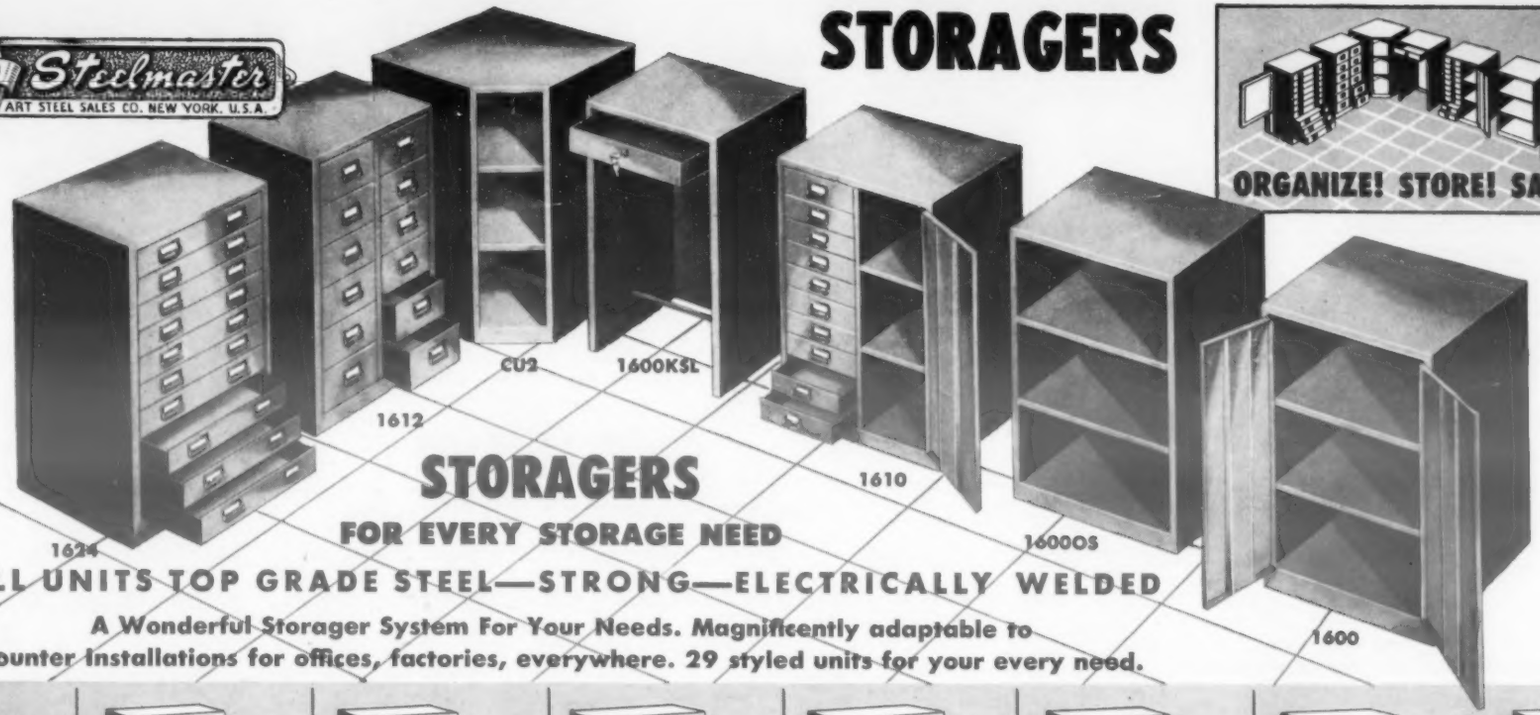
The Steelmaster's Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

STORAGERS

"ADD A UNIT AS YOU NEED IT"



STORAGERS

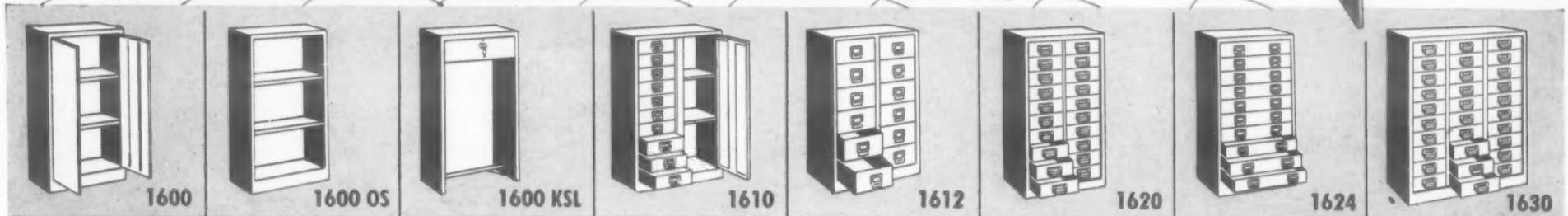
FOR EVERY STORAGE NEED

ALL UNITS TOP GRADE STEEL—STRONG—ELECTRICALLY WELDED

A Wonderful Storager System For Your Needs. Magnificently adaptable to Counter Installations for offices, factories, everywhere. 29 styled units for your every need.

16" DEEP

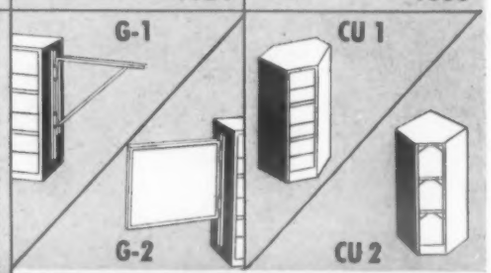
LITERATURE AVAILABLE



No.	Description	Outside Dimensions Width	Height	Depth
1600	3 section storager with doors	24"	36½"	16"
16000S	3 section open shelf storager	24"	36½"	16"
1600KSL	Knee space desk	24"	36½"	16"
1610	10 drawers and 3 section storager	24"	36½"	16"
1612	12 drawer storager	24"	36½"	16"
1620	20 drawer storager	24"	36½"	16"
1624	10 drawer Jr. Blue Print Cabinet	24"	36½"	16"

No.	Description	Outside Dimensions Width	Height	Depth
1630	30 drawer storager	31"	36½"	16"
5F3462	5 double card files and base (4x6—cap. 15,000)	14½"	36½"	16"
3046	2 drawer letter and double card file (4x6—cap. 3,000)	14½"	36½"	16"
G-1, G-2	Gates—for counter	24"	24"	1¼"
CU-1	Corner unit	24"	36½"	24"
CU-2	Corner unit	16"	36½"	16"

GREY OR GREEN SELECT YOUR COLOR.



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UNO OFFICE MODULETTE

Steelmaster — The Steelmasters — ART STEEL SALES CO. NEW YORK, U.S.A.

THE MIRACLE DESK SYSTEM FOR PRIVATE OFFICES

THE NEWEST AND THE LOWEST COST DESK OFFICE SYSTEM IN THE WORLD!

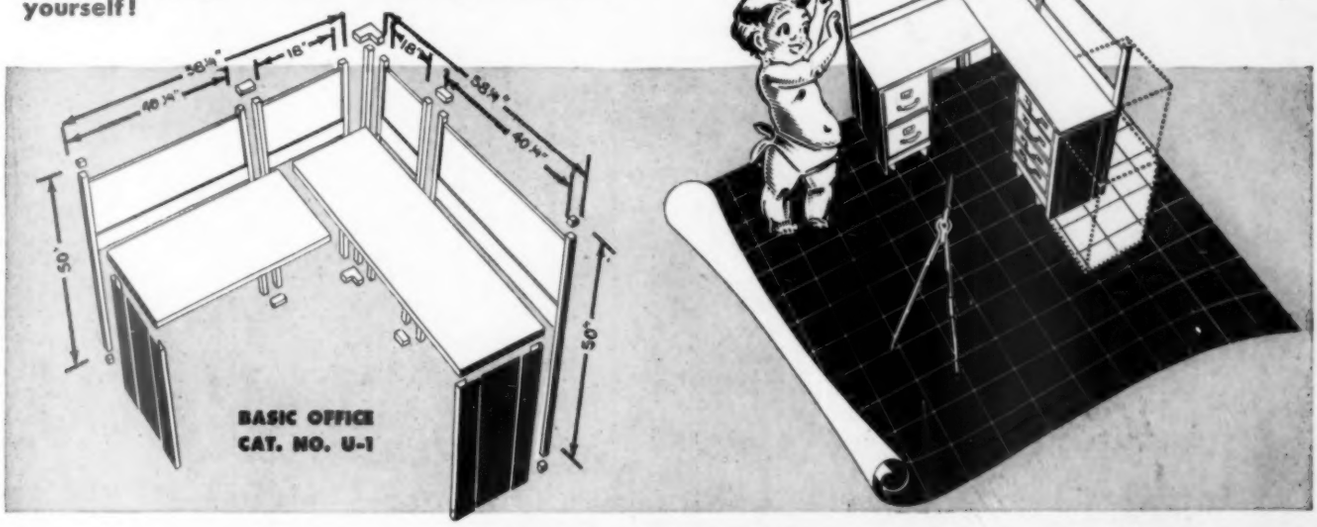
- **Functional—full utilization of space**
- **Gives every business service**
- **Provides dignfied working stations**

Steelmaster's system is the most practical and it serves you better. It pays for itself in savings.

SAVES	SPEEDS	GIVES
Time 36%	Work	More Dignity
Office Traffic 25%	Procedures	More Service
Space 33%	Efficiency	More Convenience
	Communications	

A top engineered miracle system that gives full visual control, more efficient working stations, functional service, enlarges limited space area and gives you top business dignity, function and design. Fully guaranteed to satisfy—convince yourself!

ENGINEER YOUR OWN INDIVIDUAL OFFICE



ACTUAL INSTALLATIONS

Send us your requirements and floor plan. Our Engineering services are at your command — naturally without obligation to you.

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The Steelmaster's Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

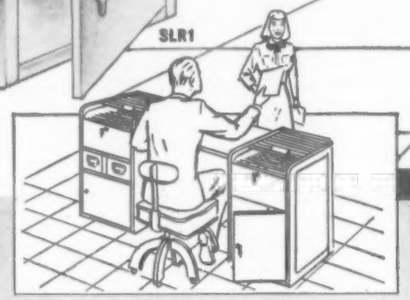
THE LATEST INVENTION IN OFFICE EQUIPMENT
(U. S. Patent #166860)

WORLD FAMOUS The Steelmaster's WORLD STANDARD

THE ROLLERWAY

- MODERN
- FUNCTIONAL
- PRACTICAL
- FOR OFFICE, STUDY, HOME

EXCLUSIVE DESIGN



THE MOST BEAUTIFUL MOBILER FILER IN THE WORLD

All units equipped with 25 hang folders in top section, ready for instant use. Top section protected by lock and key.

No.	Description	Outside Dimensions Width	Height	Depth
SLR1	1 drawer letter and 1 storage compartment	15⅜"	33¼"	22"
SLR1C	1 drawer legal and 1 storage compartment	18⅜"	33¼"	22"
SLR2	2 drawers letter and 1 utility drawer	15⅜"	33¼"	22"
SLR2C	2 drawers legal and 1 utility drawer	18⅜"	33¼"	22"
SLR3	1 drawer letter and 2 card drawer (3x5—cap. 4500; 4x6—cap. 3000)	15⅜"	33¼"	22"
SLR3C	1 drawer legal and 3 card drawers (3x5—cap. 4500) (Not Ill.)	18⅜"	33¼"	22"

IF ADDITIONAL LOCKS DESIRED ON DRAWERS, ADD LETTER "L" TO CATALOG NUMBER.

AVAILABLE IN FOUR FINISHES:
SOFT GREY, STANDARD GREEN, FROST TAN, AND FROST GREEN EXTRA.

No.	Description	Outside Dimensions Width	Height	Depth
SLR4	1 drawer letter and 3 card drawers (3x5—cap. 4500); 1 storage compartment	15⅜"	33¼"	22"
SLR5	1 drawer letter and 6 utility drawers	15⅜"	33¼"	22"
SLR5C	1 drawer legal and 6 utility drawers (Not Ill.)	18⅜"	33¼"	22"
SLR6X	1 drawer letter and 1 combination lock storage compartment	15⅜"	33¼"	22"
SLR6CX	1 drawer legal and 1 combination lock storage compartment (Not Ill.)	18⅜"	33¼"	22"

LITERATURE AVAILABLE.

The Steelmasters • art steel sales corp.
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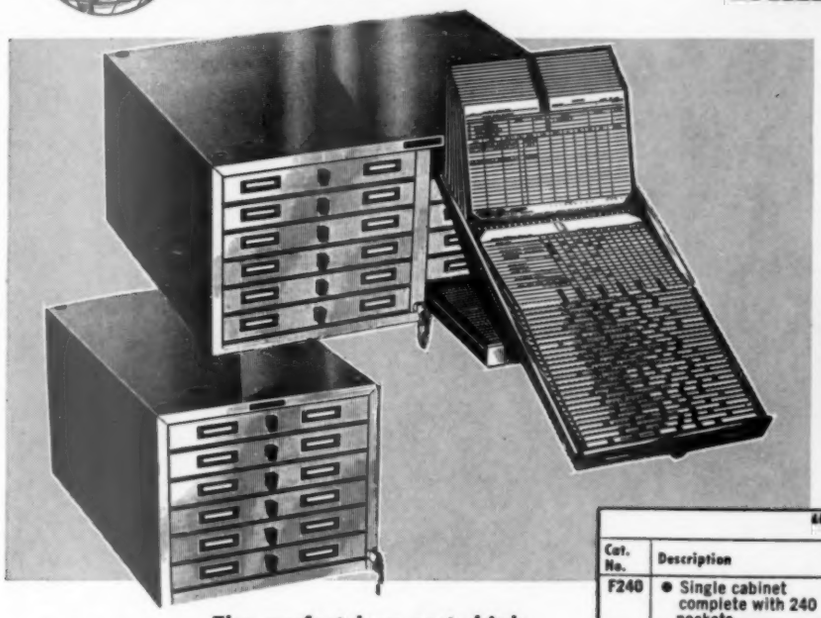
ART STEEL SALES CO. NEW YORK, U.S.A.

VIZIDEX VIZ-ABLES

CARD RECORDING SYSTEM

AT THE WORLD'S LOWEST COST



BUILD-UP SYSTEM

1. FULL VIZABILITY—(.0025)
2. EASY WITHDRAWAL AND REPLACEMENT OF POCKETS
3. ADAPTABLE FOR ALL SIGNALING SYSTEMS
4. NO RUFFLING—NO SCUFFLING—NO TEARING.

"VIZIDEX—VIZ-ABLE"

Cat. No.	Description	No. of Drawers	Card Size	Card Capacity	Dimensions Width	Height	Depth
F240	● Single cabinet complete with 240 pockets	6	3 x 5 4 x 6 5 x 8	One side 240 Front & back 480	10¼"	9"	16"
F480	● ● Double cabinet complete with 480 pockets	12	3 x 5 4 x 6 5 x 8	One side 480 Front & back 960	20"	9"	16"

BUILD-UP AS-YOU-GO-ALONG

The perfect low cost, high functional efficiency Viz-able card filing system. Completely portable (16" deep). All top grade features of expensive systems — yours for a fraction of the cost.

BASES

Inside Drawer Dimensions		9"	1⅛"	15⅝"
VB	Sanitary Base for F240	10¼"	15"	16"
DVB	Sanitary Base for F480	20"	15"	16"

Plunger locks available at extra cost.
Available in grey or green.

MODERN DESK FUNCTIONALS

SO NICE—SO NEW—SO GOOD FOR YOU!

PF
PERSONAL FILE

The most beautiful personal file in the world. Steel grey housing — ebony plastic sides. Swing front. Comes fully equipped with 16 division A-Z index. A wonderful unit.

M150
THE GLIDO STATIONERY CABINET

For top executives and discriminating users—the best in the world. 5 divisions for envelopes (large and small), letterheads, pads, etc. Steel housing—ebony plastic sides and plastic glido roll top.

GL-35 GL-46
GLIDO CARD CABINET

Steel grey housing—ebony plastic sides. Plastic roll glido top. Styled in graceful contours. For 3 x 5 or 4x6 cards. Capacity 750 cards. The dignified unit for the discriminating buyer — exclusive — functional —magnificent.

RDT
ROTARIAN LETTER TRAY

The unusual, the exclusive, and the ultimate in letter trays. High and low position. Top unit easily removable for business procedures. Full 360° swing without tipping. A wonderful and elegant unit for the modern study or office. Grey, black, or unusual walnut.

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170 w. 233rd st. n. y. 63, n. y.

The Steelmasters Steelmaster
ART STEEL SALES CO. NEW YORK, U.S.A.

CASH, BOND & OFFICE BOXES

BUSINESS TOOLS — SOLD IN THE MILLIONS

• • • FOR EVERYBODY!

- **Protection**
- **Service**
- **Security**

Steelmaster Has a Box for Every Use.

No.	Outside Dimensions Width	Height	Depth
F92	10¼″	4⅜″	7¼″
F30	10¼″	4⅜″	7¼″
F10	10¼″	2¼″	7¼″
F14	10″	3″	4⅝″
F3	11½″	3½″	5½″
F4	10″	3″	4⅝″
F21	15¼″	2¼″	10½″
F01	10¼″	2¼″	7¼″
F22	15¼″	2¼″	10½″
F88	8½″	3½″	5½″
F91	12¾″	5¼″	8⅜″
F15	15¼″	6″	10⅜″

ALL TRAYS MADE OF DOUBLE SERVICE BLACK PLASTIC.

ONLY IN SOFT GREY FINISH.

SECURITY, SAFETY CHESTS AND BOXES

No.	Outside Dimensions Width	Height	Depth
F1000	16¾″	6½″	12″
F1100	16″	7¾″	12″
F1101	16″	7¾″	12″
F1400	10¼″	4½″	7⅛″
F1300	10¼″	4½″	7⅛″

PROTECTION AGAINST PILFERAGE

BUSINESS UTILITIES FOR EVERYDAY USE

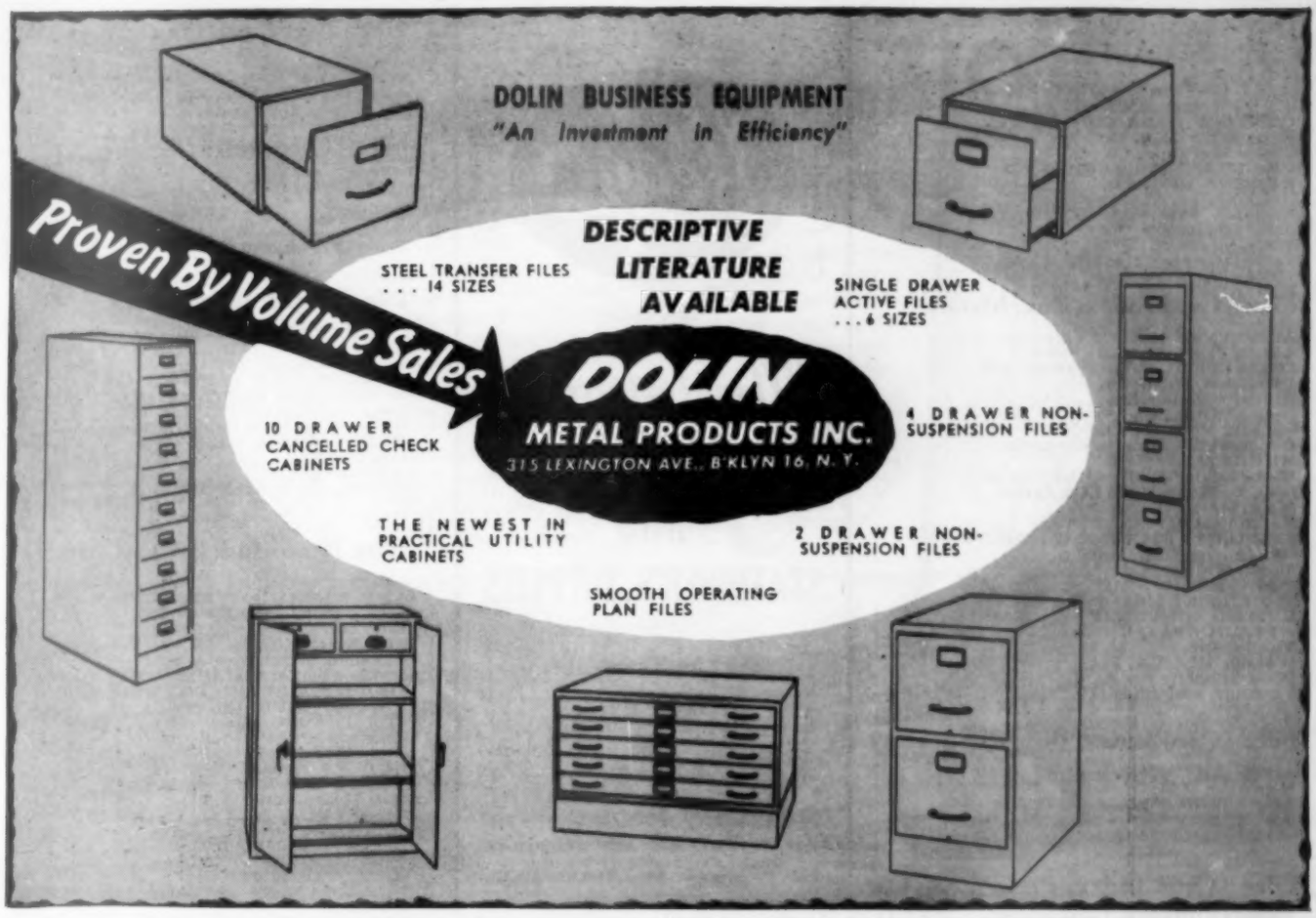
CONSUMER APPROVED BY MILLIONS OF SATISFIED CUSTOMERS!

No.	Outside Dimensions Width	Height	Depth
TD	11″	8½″	10″
	Closed 15″		
F100	12¼″	11¾″	3¼″
F129	9½″	2½″	12″
F140	9½″	2½″	14″
F141			
F110	12½″	10½″	5⅝″
F119	12½″	11⅝″	6¼″
F40	11½″	5½″	15″

GREY ONLY

LITERATURE AVAILABLE

The Steelmasters • art steel sales corp. 170 w. 233rd st. n. y. 63, n. y.



Files (Bill Head, Wall Type)

Currier Mfg. Co.
Goodfrend Metal Products Co.
Halverson Specialty Sales
LIT-NING PRODUCTS CO.

Files (Blueprint, Map and Plan, Horizontal, Metal)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Bruning, Charles, Co., Inc.
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
Dietzgen, Eugene, Co.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Elliott, B. K., Co.
Futuramic Steel Products Corp.
General Fireproofing Co.
Globe-Wernicke Co.
Hamilton Mfg. Co.
Harrison Steel Cabinet Co.
Herring-Hall-Marvin Safe Co.
Interior Steel Equipment Co.
INVINCIBLE METAL FURNITURE CO.
Lyon Metal Products, Inc.
Master Products Mfg. Co.
MAYLINE CO., INC.
Pease, C. F., Co., The
PEERLESS STEEL EQUIPMENT CO.
Post, Frederick, Co.
Remington Rand Inc.
Ross-Martin Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.
YORK SAFE & LOCK CO.

Files (Blueprint, Map and Plan, Horizontal, Wood)

American Map Co.
Elliott, B. K., Co.
Globe-Wernicke Co.
Hamilton Mfg. Co.
MAYLINE CO., INC.
Post, Frederick, Co.
Weil, J. H., & Co.

Files (Blueprint, Map and Plan, Vertical, Metal)

ACCO PRODUCTS, INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ATLAS STENCIL FILES CORP.
Dray Mfg. Co.
Elliott, B. K., Co.
Globe-Wernicke Co.
Master Products Mfg. Co.
Post, Frederick, Co.
Remington Rand Inc.
Ross-Martin Co. (Rolled)
Scott-Rice Co. (Rolled)
Steel Furniture Mfg. Co.
Ulrich Planfiling Equipment Corp.
Weil, J. H., & Co.
Yawman and Erbe Mfg. Co.

Files (Blueprint, Map and Plan, Vertical, Wood)

Carlton-Surrey, Inc.
Elliott, B. K., Co.
Post, Frederick, Co.
Scott-Rice Co. (Rolled)

Files (Box, Letter, Fiberboard)

Acme Letter File Corp.
Allen-Hunt Co.
AMBERG FILE & INDEX CO.
Arrow Paper Products Co.
ASSOCIATED STATIONERS SUPPLY CO.
Globe-Wernicke Co.
HEDGES MFG. CO.
MAYFAIR CO.
Merchants Box Co.
National Fiberstok Envelope Co.
Osco Stationery Co.
Regal & Wade Mfg., Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Box, Letter, Metal)

AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
Currier Mfg. Co.
Decker Metal Products, Inc.
Durable Metal Products Co.
Filex Steel Products, Inc.
General Fireproofing Co.
HEDGES MFG. CO.
Jayem Sales Corp.
MAYFAIR CO.
Merriam Mfg. Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Top Flight Products Co., Inc.
Union Steel Chest Corp.
Weeks, Frank A., Mfg. Co.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Box, Personal)

(See Files, Personal)

Files (Business Card)

COOKE & COBB CO.
Frontier Sales Co.
H-O-N CO., THE
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
Marval Mfg. Co.
Rampe Mfg. Co.
RECORDPLATE CO.
Redigraph, Inc.
Remington Rand Inc.

Files (Card Index, Box, Fiberboard)

AMBERG FILE & INDEX CO.
Arrow Paper Products Co.
Artistic Desk Pad & Novelty Co.

Files (Card Index, Box, Fiberboard)

(Continued from page 127)

COOKE & COBB CO.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
HEDGES MFG. CO.
Hoffman, L.
National Fiberstok Envelope Co.
Osco Stationery Co.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Card Index, Box, Metal)

All Purpose Metal Equipment Corp.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO.
DEHLER MFG. CO.
Frontier Sales Co.
Geller, J. R., Co.
General Fireproofing Co.
Goodfrend Metal Products Co.
HEDGES MFG. CO.
H-O-N CO., THE (ALUMINUM)
I. D. L. MFG. & SALES CORP.
MAYFAIR CO.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Vanpe, Inc.
Watson Mfg. Co., Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Card Index, Box, Plastic)

Alpine Mfg. Co.
American Plastic Corp.
ART STEEL SALES CORP.
BRUSHMAKERS, INC.
Globe-Wernicke Co.

Files (Card Index, Box, Wood)

AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Decatur Industries, Inc.
HEDGES MFG. CO.
Imperial Methods Co.
Majestic Stationery Co.
Merchants Box Co.
Premier Supply Corp.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Weis Mfg. Co.

Files (Card Index, Cabinet, Fiberboard)

Artistic Desk Pad & Novelty Co.
Edgewater Mfg. Co., Inc.
HEDGES MFG. CO.
Hoffman, L.
Osco Stationery Co.
Yawman and Erbe Mfg. Co.

Files (Card Index, Cabinet, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Frontier Sales Co.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
HEDGES MFG. CO.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
MEILINK STEEL SAFE CO. (Insulated)
Metal Office Furniture Co.
Metalstand Co.
MOSLER SAFE CO.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
PRONTO FILE CORP.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.

Hedges

Manufacturers of

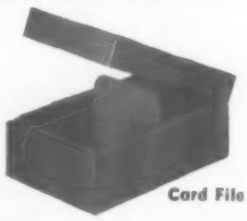
FILING EQUIPMENT AND STATIONER'S SUPPLIES

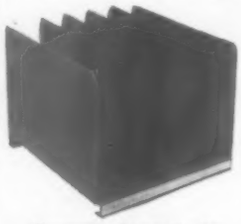
The Line That Makes Things Easy To Find

hedges MANUFACTURING CO.
MAKERS OF FILES AND EQUIPMENT
2931 Wentworth Ave., Chicago 16, Ill.

Let Our
New Ideas in Quality Steel
OFFICE SPECIALTIES
Increase Your Profits

CARD FILES
Various Types
All Sizes
•
DESK SORTERS
•
CASH BOXES
•
STORAGE BOXES


Card File


Correspondence Sorter

POSTING TRAYS
(A New Type)
•
Typewriter Stands
•
DESK DRAWER TRAYS

New Items with New Efficiency Features constantly being developed.

Cash Box

Write for Catalog and Prices

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Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Weis Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Card Index, Cabinet, Wood)

Demco Library Supplies
Gaylord Bros., Inc.
Remington Rand Inc.

Files (Card Index, Tray, Fiberboard)

Acme Letter File Corp.
AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
HEDGES MFG. CO.
Hoffman, L.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Card Index, Tray, Metal)

All-Purpose Metal Equipment Corp.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BENTSON MFG. CO.
BROWNE-MORSE CO.
Business Efficiency Aids
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
DEHLER MFG. CO.
Frontier Sales Co.
Geller, J. R., Co.
Globe-Wernicke Co.
HEDGES MFG. CO.
Herring-Hall-Marvin Safe Co.
H-O-N CO., THE
INVINCIBLE METAL FURNITURE CO.
MAYFAIR CO.
Remington Rand Inc.
Steel Furniture Mfg. Co.
Shaw-Walker Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc.
Weis Mfg. Co.
Yawman and Ebre Mfg. Co.

Files (Card Index, Tray, Wood)

AMBERG FILE & INDEX CO.
Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Decatur Industries, Inc.
Globe-Wernicke Co.
HEDGES MFG. CO.
Imperial Methods Co.
Premier Supply Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Weis Mfg. Co.

Files (Check, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CORP.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Frontier Sales Co.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co. (Personal)
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO., INC.
Le Febure Corp.
Metalstand Co.
Metal Office Furniture Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.

STEEL FILING CASES
Sturdy, smooth operating, built to last for years. Provide all wanted features. Wide variety of styles, sizes and colors.

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For many years Berger Steel Office Equipment has been the choice of leading business establishments of every type—because it combines utmost efficiency, unsurpassed durability, attractive appearance and low cost. Expert design, sound engineering, careful craftsmanship and skillful fabrication produce equipment that satisfies the most exacting users.

Write us for catalogs:
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BERGER
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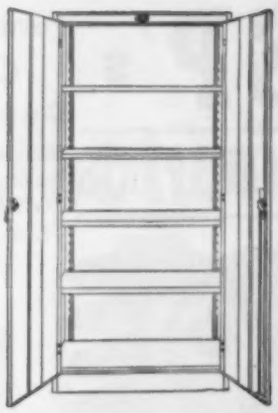
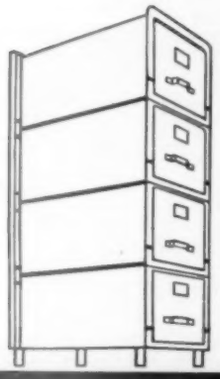
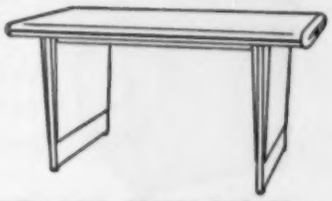


STEEL STORAGE CABINETS
Unlimited use in offices, shops, stores, hospitals, schools. Sturdy, strong. Various sizes, styles and finishes.



STEEL TRANSFER CASES
Safe, economical storage for inactive records. Heavy channel frame construction permits high stacking and saves space.

NEW 5000 SERIES DESKS
Completely new design and construction. Interchangeable tops, pedestals, drawers. Wonderful new "eye-comfort" tops. New 29½" height.



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Perfect matching companion units for Berger Desks. New advanced design; eye-comfort top. The last word in office furniture.

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Watson Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Check, Wood)

Globe-Wernicke Co.
Regal & Wade Mfg., Inc. (Personal)

Files (Combination, Filing and Storage)

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
COLE STEEL EQUIPMENT CO., INC.
Challenger Steel Products Corp.
Dorset Steel Equipment Co.
Durable Metal Products Co.
Frontier Sales Co.
Futuramic Steel Products Co.
Geller, J. R., Co.
General Fireproofing Co.
HEDGES MFG. CO.
Hillside Metal Products, Inc.
H-O-N CO., THE
KEYSTONE STEEL EQUIPMENT CO., INC.
Northwest Metal Products Co.
PARKER STEEL PRODUCTS, INC.
Remington Rand Inc.
Shaw-Walker Co.
WESTERN MFG. CO.

Files (Combination, Letter and Card)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
Cardinal Sales, Inc.
CEL-U-DEX CORP.
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dray Mfg. Co.
Durable Metal Products Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hillside Metal Products, Inc.
KEYSTONE STEEL EQUIPMENT CO., INC.
Lyon Metal Products, Inc.
Metal Office Furniture Co.
Metalstand Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Combination, Letter and Document)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Durable Metal Products Co.
Frontier Sales Co.
General Fireproofing Co.
Globe-Wernicke Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Counter Height)

(See Counter Height Equipment)

Files (Cut, Electrotype)

Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Hamilton Mfg. Co.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

Files (Deposit Ticket)

ABBOTT COIN COUNTER CO.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BROWNE-MORSE CO.
COOKE & COBB CO.
Diebold, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
GUIDE SYSTEM & SUPPLY CO.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
Josephson Mfg. Corp.
Kay-Dee Co., The
Le Febure Corp.
National Fiberstok Envelope Co.
Northwest Metal Products Co.
NU-CRAFT PRODUCTS CO.
Remington Rand Inc.
SMEAD MFG. CO., INC.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Files (Desk, Bottom Drawer)

Advance Industries
ADVANCO PRODUCTS
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
CEL-U-DEX CORP.
COLE STEEL EQUIPMENT CO., INC.
Durable Metal Products Co.
FARBER, LOUIS H., CO.

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Family of Time and Money Saving OFFICE APPLIANCES!

Durable All-Steel Construction

Waste Baskets • Desk Trays • Desk File Cabinets
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Write for prices and catalog sheets showing S-P's entire line of time and money saving office appliances.

STEEL-PARTS MANUFACTURING CO.
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4630 W. Harrison Street • Chicago 44, Illinois

Files (Desk, Bottom Drawer)

(Continued from page 129)

Globe-Wernicke Co.
Goodfrend Metal Products Co.
GUIDE SYSTEM & SUPPLY CO.
Hillside Metal Products, Inc.
H-O-N CO., THE
INVINCIBLE METAL FURNITURE CO.
LIT-NING PRODUCTS CO.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Shaw-Walker
STEEL PARTS MFG. CO.
Union Steel Chest Corp.
VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc.

Files (Desk Organizer)

(See Work Organizers)

Files (Desk-Side, Portable, Metal)

AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
Business Efficiency Aids
Cadillac Office Equipment
CEL-U-DEX CORP.
COLE STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
Durable Metal Products Co.
FARBER, LOUIS H., CO.
Futuramic Steel Products Corp.
General Fireproofing Co.
GUIDE SYSTEM & SUPPLY CO.
LIT-NING PRODUCTS CO.
Northwest Metal Products Co.
OXFORD FILING SUPPLY CO.
Shaw-Walker Co.
SHERMAN-MANSON DIV.
Steel Furniture Mfg. Co.
STEEL PARTS MFG. CO.
Visirecord, Inc.
Yawman and Erbe Mfg. Co.

Files (Desk-Side, Portable, Wood)

Imperial Methods Co.
Standard Furniture Co.
Stow & Davis Furniture Co.
Weis Mfg. Co.

Files (Document, Fiberboard)

ABBOTT COIN COUNTER CO.
Acme Letter File Corp.
Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
Hoffman, L.
Osco Stationery Co.
National Fiberstok Envelope Co.
Weis Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Files (Document, Steel)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
Durable Metal Products Co.
Frontier Sales Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
Le Febure Corp.
Metal Office Furniture Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Expanding Pocket)

Affleck Stationery Co.
American Binder Co.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Globe-Wernicke Co.
Hyman, L., & Sons
Jewell & Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
POLAR MFG. CO.
QUALITY PARK ENVELOPE CO.
Regal & Wade Mfg., Inc.
Remington Rand Inc.
Sell Corp.
SMEAD MFG. CO., INC.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Files (Fingerprint)

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BROWNE-MORSE CO.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Faurot, Inc.
Frontier Sales Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Fireproof)

(See Files, Insulated)

Files (Hanging Folder)

Advance Industries
ADVANCO PRODUCTS
AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
Business Efficiency Aids
COLE STEEL EQUIPMENT CO., INC.
Dash Metal Products Co.
Durable Metal Products Co.
FARBER, LOUIS H., CO.
GUIDE SYSTEM & SUPPLY CO.
H-O-N CO., THE
LIT-NING PRODUCTS CO.
Northwest Metal Products Co.
OXFORD FILING SUPPLY CO.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
STEEL PARTS MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
Weis Mfg. Co.

Files (Hanging Hook)

Grey Iron Casting Co.
Meyers, Fred L., Mfg. Co.
Redigraph, Inc.
Weeks, Frank A., Mfg. Co.
Worcester Wire Novelty Co.
Wrightsville Hardware Co.

Files (High Line)

ART METAL CONSTRUCTION CO.
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
PEERLESS STEEL EQUIPMENT CO.
Watson Mfg. Co.

trade names got you ? ? confused?

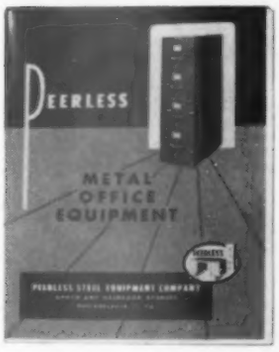
Many trade names and trade marks seem to have no connection with the manufacturer. If this is your problem the Index of Trade Names & Trade Marks on page 247 should be the first place you turn to.

assure yourself of customer satisfaction

SELL PEERLESS SERIES 6600 FILING CABINETS

Peerless Series 6600 Cabinets are available in 2,3,4, and 5 drawer models in both legal and letter size widths.

Want More Information? Send for your free copy of the Peerless 55-page illustrated catalog. It covers the complete line of *All* Peerless equipment...desks, shelves, counter as well as filing cabinets. There's no obligation.



Peerless Series "6600" cabinets are designed to appeal to those who require truly top-flight, attractive filing equipment which will survive years of hard usage. The best quality of materials and workmanship are used in the manufacture of these units to provide maximum structural strength and lasting rigidity. All cabinets are built to Grade "A" specifications.

DRAWERS: A wide range of special purpose drawers are available which may be easily interchanged with standard drawers to meet almost any kind of filing requirement.

All drawers open and close easily on double ball and roller bearing suspension slides—none of that annoying tugging and shoving is necessary, even when drawers are completely filled.

APPEARANCE: Peerless Units are noted for their attractive finishes and distinctive hardware. They are available in a wide selection of natural colors and several wood-grain finishes which are guaranteed never to crack or peel under the most severe use.

And you don't have to worry about long delivery delays. Peerless Equipment is warehoused at a number of places in the U. S., so there is no necessity for time consuming coast to coast shipments.

PEERLESS STEEL EQUIPMENT CO.

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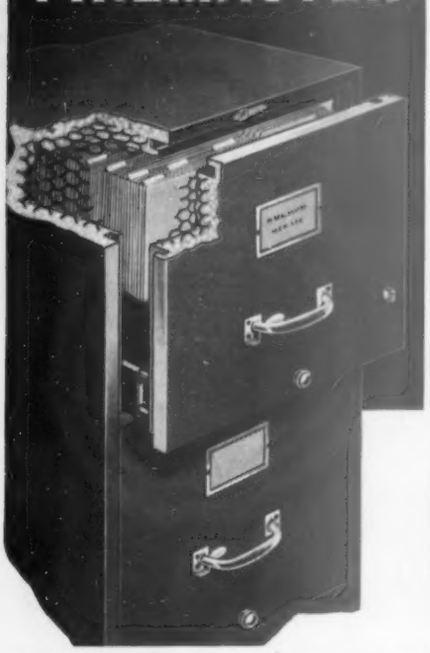
Victor
FIREMASTER



INSULATED "One Hour"
FILES
PROTECTION of a SAFE with the CONVENIENCE of a FILE

Built like a safe to withstand heat and impact of falling walls and debris. Furnace tested and certified by the SMNA to protect against temperatures reaching 1700 degrees F.

BESTLINE Steel Files

A new, exclusive suspension feature for smoother operation. Fully loaded or empty drawer glides in and out at the touch of a finger. 2, 3, 4 and 5 drawer heights.

Literature available to authorized dealers.

VICTOR SAFE & EQUIPMENT
DEALER SALES DIVISION • REMINGTON RAND INC.
315 FOURTH AVENUE • NEW YORK 10, N. Y.

Files (Insulated, Cabinet and Safe Combination)

Diebold, Inc.
Empire Safe Co., Inc.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
Remington Rand Inc.
SCHWAB SAFE CO.
Shaw-Walker Co.

Files (Insulated, Fire-Wall Type)

Empire Safe Co., Inc.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Lee, L. O'D.
MEILINK STEEL SAFE CO.
Remington Rand Inc.
SCHWAB SAFE CO.
Shaw-Walker Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Files (Invoice)

(See Files, Bill, Invoice)

Files (Ledger)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Frontier Sales Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Lee, L. O'D. (Insulated)
Metal Office Furniture Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Files (Legal Blank, Fiberboard)

Edgewater Mfg. Co., Inc.
Globe-Wernicke Co.
Hoffman, L.
Osco Stationery Co.

Files (Legal Blank, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dray Mfg. Co.
Filex Steel Products, Inc.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hart, Harold D., Co.
INVINCIBLE METAL FURNITURE CO.
LIT-NING PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Legal Blank, Wood)

Globe-Wernicke Co.
Kay-Wood Products, Inc.
Weis Mfg. Co.

Files (Letter and Legal, Steel, Full-Suspension)

ALL-STEEL EQUIPMENT INC.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.

LEGAL AND LETTER SIZE VICTOR
FIRE DRAWER

INSULATED *like a safe...*
WITH THE CONVENIENCE *of a* DESK DRAWER

An effective and convenient record protection unit. Protects papers in use at the point of use. Certified to withstand heat reaching 1700° F. for at least one hour. Available with or without base. For use in business or the home.

Sold only through dealers — write for information.

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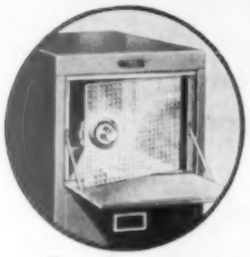
BENTSON MFG. CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dorset Steel Equipment Co.
Dray Mfg. Co .
Filex Steel Products, Inc.
Frontier Sales Co.
General Fireproofing Co.
Globe-Wernicke Co.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
Harrison Steel Cabinet Co.
Herring-Hall-Marvin Safe Co.
Hillside Metal Products, Inc.
H-O-N CO., THE
INVINCIBLE METAL FURNITURE CO.
KEYSTONE STEEL EQUIPMENT CO., INC.
Lexington Metal Products, Inc.
Lyon Metal Products, Inc.
Metalstand Co.
Metal Office Furniture Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
ROCKWELL-BARNES CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co.
Welham Metal Products Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Letter and Legal, Steel, Non-Suspension)

ART STEEL SALES CORP.
BERGER MFG. DIVISION
Cardinal Sales, Inc.
Challenger Steel Products Corp.
COLE STEEL EQUIPMENT CO., INC.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Durable Metal Products Co.
Filex Steel Products, Inc.
Frontier Sales Co.



Exclusive!

Concealed Safe Unit is a patented feature available only to INVINCIBLE users because only INVINCIBLE has it! It offers security for valuables and papers in home or office.

ASK INVINCIBLE

In files or furniture — ask to see the INVINCIBLE line. See how modern design, plus knowledge of practical office procedure have been combined to give maximum office efficiency — more comfort in business living. You can meet the most exacting furniture requirement from INVINCIBLE's *complete* "Modernaire" line. Investigate INVINCIBLE — for immediate needs — for long range profit planning. No obligation.

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METAL FURNITURE CO., MANITOWOC, WIS.

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Designed specifically for users of 10" offset plates and negatives. Gives maximum protection and ease of use. Two envelopes with each hanger—printed for marking contents. Hanger fits Atlas Deluxe, Twin Deluxe or Jumbo Filing Cabinets. Write for complete specifications and catalog.

ATLAS STENCIL FILES CORP.
16722 Westfield Ave., Cleveland 10, Ohio

Files (Letter and Legal, Steel, Non-Suspension)

(Continued from page 132)

Futuramic Steel Products Corp.
Hillside Metal Products, Inc.
H-O-N CO., THE
Howard Mfg. Co.
KEYSTONE STEEL EQUIPMENT CO., INC.
Metalstand Co.
Northwest Metal Products Co.
Top Flight Products Co. Inc.
Welham Metal Products Co.
WESTERN MFG. CO.

Files (Letter and Legal, Wood)

ARNOT-JAMESTOWN CORP.
Globe-Wernicke Co., The
HEDGES MFG. CO.
Hiebert's, C., Cabinet & Fixture Co.
Kay-Wood Products, Inc.
Miller, Herman, Furniture Co.
Myrtle Desk Co. (Legal)
Remington Rand Inc.
Sloane, W. & J.
Stow & Davis Furniture Co.

Files (Microfilm)

ART STEEL SALES CORP.
ATLAS STENCIL FILES CORP.
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Frontier Sales Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Recordak Corp.
Remington Rand Inc.
Steel Furniture Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Newspaper)

(See Racks, Newspaper)

Files (Offset Plate)

Addressograph-Multigraph Corp.
ART METAL CONSTRUCTION CO.
ATLAS STENCIL FILES CORP.
Globe-Wernicke Co.
Mim-E-O Stencil Files Co.

Files (Personal, Fiberboard)

AMBERG FILE & INDEX CO.
COOKE & COBB CO.
Edgewater Mfg. Co., Inc.
Ehlbert Products
Globe-Wernicke Co.
National Fiberstok Envelope Co.
Regal & Wade Mfg., Inc.
Weis Mfg. Co.
WILSON JONES CO.

Files (Personal, Metal)

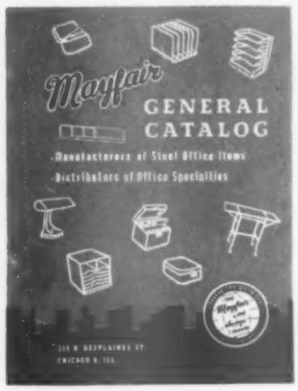
AMBERG FILE & INDEX CO.
ART STEEL SALES CORP.
CEL-U-DEX CORP.
CORRY-JAMESTOWN MFG. CORP.
Currier Mfg. Co.
Durable Metal Products Co.
Frontier Sales Co.
General Fireproofing Co.
Goodfrend Metal Products Co.
Hamilton Metal Products Co.
HEDGES MFG. CO.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
Maso Steel Products
MAYFAIR CO.
MEILINK STEEL SAFE CO. (INSULATED)
Merriam Mfg. Co.
Northwest Metal Products Co.
PEERLESS STEEL EQUIPMENT CO.
Top Flight Products Co., Inc.
Union Steel Chest Corp.
Weis Mfg. Co.

Files (Photo, Negative)

AMBERG FILE & INDEX CO.
ATLAS STENCIL FILES CORP.
Dray Mfg. Co.
Eastman Kodak Co.
General Fireproofing Co.
Shaw-Walker Co.

AN IMPORTANT CATALOG for Every Dealer's Desk

Write for your Free Copy



Showing the Finest in

Personal Files	Sorting Trays
Card Files	Drawer Trays
Stationery Racks	Waste Baskets
Letter Trays	Typewriter Stands
Check Files	Postal Scales
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THE MAYFAIR CO.
315 N. DESPLAINES STREET
CHICAGO 6, ILL.

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INQUIRY-CARDS

bound just inside the back cover for further information from advertisers in this directory.

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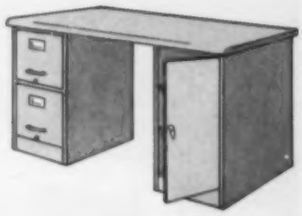
The Service Bureau of OFFICE APPLIANCES will gladly process your requests.

Space Saving STEEL DESKS

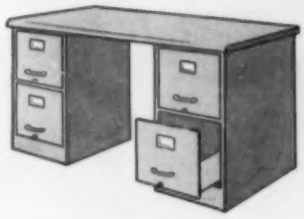
Consists of three ball-bearing, letter file drawers with spring compressors for protection of records. Two double card drawers for 3x5 or 4x6 cards (6400 capacity) also used for cancelled checks, plus a convenient arm rest. Heavy gauge steel, 54½" wide, 30½" high, 25½" deep. Olive green or Cole gray. Baked enamel finish.

No. 1621 **$89.00**

No. 1620—Consists of two full depth letter size drawers plus three adjustable storage compartments under lock and key. 54½" wide, 30½" high, 25½" deep. Green or Gray ..... **$69.95**→



No. 1604—Same as above but with four letter size drawers. Green or Gray **$74.45**



Cole's DESK COMPANION

An office piece designed for top executives. Contains: A Secret Vault for personal records or other valuables plus a ball-bearing letter file drawer both protected by an outer door under lock and key. Handy shelf for catalogs or phone books. High grade linoleum top with a fine aluminum edging. 17½" wide, 30½" high, 19" deep. Olive green or Cole gray baked enamel finish.

← No. 20x **$59.95**

No. 30x→

Same as above but with letter file replaced by a drawer for 3x5 or 4x6 cards (3200 capacity), which can also be used for contracts, leases or cancelled checks. Plus an extra compartment for books or records **$58.95**

←No. 10x

Same as above but with two storage compartments for personal use **$49.95**

COLORS: Olive green or Cole gray.

Available in Grained Walnut, Mahogany or Knotty Pine Finish at $12.50 additional

Prices slightly higher in Texas, Colorado and West of the Rockies

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

Grained Mahogany, Walnut or Knotty Pine finish at $12.50 additional.

Keep valuable papers safe in COLE'S SECRET VAULT

The "DIRECTOR" File

Hidden from view is a secret vault, doubly protected by a 4" Combination Dial-Lock (only YOU know its combination) plus extra lock on outer door. Keeps confidential papers from prying eyes and protects valuables. Will pay for itself by preventing petty pilferage. In addition, has 3 ball-bearing letter files and 2 adjustable storage compartments under lock and key. Constructed of heavy gauge steel. 37½" high, 30½" wide, 17" deep. Olive green or Cole gray baked enamel finish.

No. 1473 **$53.95**

LEGAL SIZE. With legal size instead of letter size drawers, 37½" high, 33½" wide, 17" deep. ..... No. 1873 **$56.**

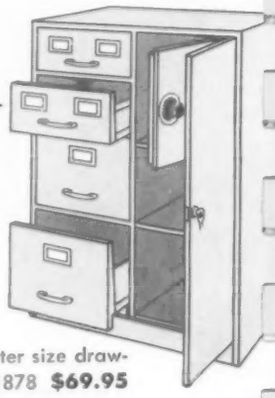
The above cabinets with plunger-type lock that automatically locks all drawers, **$7.50** additional.

The "MERCHANT'S" File

Cole's concealed vault for personal papers and other valuables protected by a 4" Dial Lock (only YOU know the dial combination). Also: two ball-bearing letter files; one index drawer for 3x5 or 4x6 cards (3200 capacity), or for cancelled checks; two adjustable storage compartments under lock and key. Constructed of heavy gauge steel. 32" high, 30½" wide, 17" deep. Olive green or Cole gray baked enamel finish.

No. 1370 **$49.95**

With plunger-type lock that automatically locks all drawers. No. 1370PL **$57.**



The "EXECUTIVE" File→

Similar to No. 1370 cabinet, but with an additional index drawer added (6400 card capacity). 37½"x30½"x17".

No. 1478 **$59.95**

With plunger-type lock that automatically locks all drawers. No. 1478PL **$67.45**

LEGAL SIZE. With legal size instead of letter size drawers, 37½" high, 33½" wide, 17" deep. No. 1878 **$69.95**

With plunger-type lock that automatically locks all drawers. ..... No. 1878PL **$77.45**

Prices slightly higher in Texas, Colorado and West of the Rockies

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

The "PRESIDENT'S" File

A valuable addition to your office. Keep all your records under lock and key, away from prying eyes. Contains: Four regulation letter size, ball-bearing file drawers, two double drawers for 3 x 5 or 4 x 6 cards (6400 capacity) also used for leases, contracts or cancelled checks. Plus a secret vault for your valuables doubly protected by extra outer door with a 3-way locking mechanism. Vault has a 4" dial lock, only YOU know its combination. Made of heavy gauge steel. 37½" high, 31½" wide, 18½" deep. Olive green or Cole gray baked enamel finish.

No. 475 **$64.95**

Available in Grained Walnut, Mahogany or Knotty Pine finish **$12.50** addl.

Cole's "FILE VAULT"

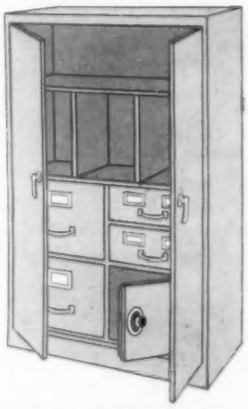
This attractive safety cabinet will add dignity to your office. Will pay for itself in saving valuables. Contains: two regulation letter size, ball-bearing file drawers, two double drawers for 3x5 or 4x6 cards (6400 capacity) also used for leases, contracts or cancelled checks. Plus a secret vault protected by a 4" combination dial lock hidden from view by outer doors under lock and key. Also has three adjustable compartments for books and a large shelf 30" wide, 17" deep for supplies. Overall size, 60" high, 31½" wide, 18" deep. Olive green or Cole gray baked enamel finish.

No. 992 LETTER SIZE **$89.95**

No. 1092 LEGAL SIZE

Similar to above No. 992 but with two legal size instead of letter size file drawers. 60" high, 34½" wide, 18" deep.

$94.50



The above cabinets in Grained Walnut, Mahogany or Knotty Pine finish **$15.00** additional

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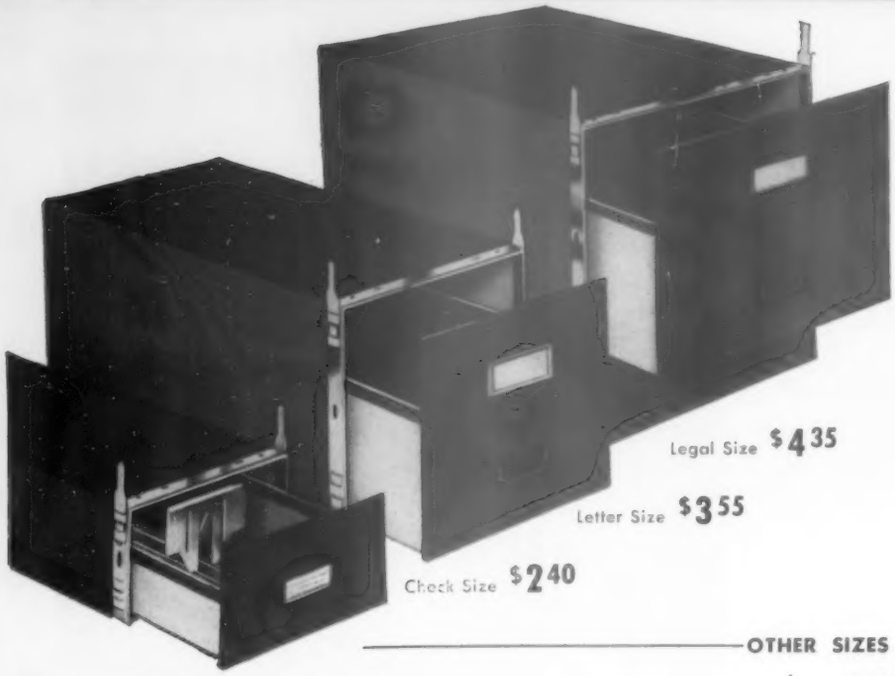
285 Madison Avenue, New York 17, N. Y.



PRONTO

STORAGE FILES

for less active records

There is a size made for every office record. Sturdily built of 275-lb. test fibre board, reinforced with steel on the shell and the four corners of the drawers as well. Cost no more than ordinary files! Can be interlocked and stacked to the ceiling. Beautiful in appearance, finished in olive green to match your regular office files. Will last a lifetime.

FOLLOW BLOCKS
For any size Pronto ..... 90c addl.

•

SANITARY BASES
Available for any size $3.60

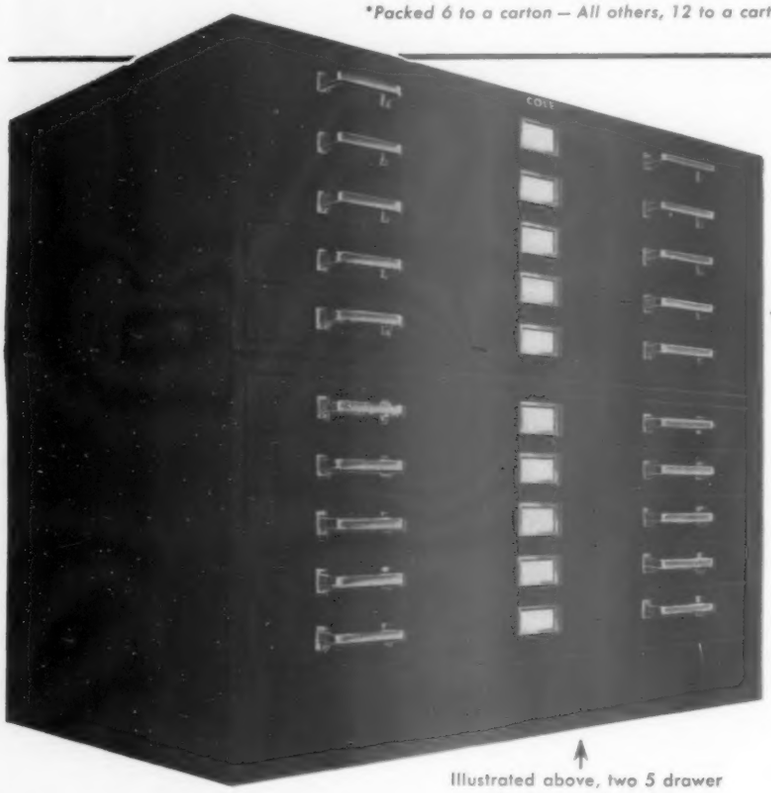
•

FREE!
A set of interlocking stackers furnished FREE with each file.

OTHER SIZES AND PRICES

				FIBRE BOARD FRONT			STEEL DRAWER FRONT		
Used for	Width	Height	Length	File No.	Single	Carton	File No.	Single	Carton
*Letter Size	12⅜"	10¼"	24"	E 210	$3.55 ea.	$3.45	1210L	$4.45 ea.	$4.35
*Legal Size	15⅜"	10¼"	24"	E 510	4.35 ea.	4.25	1510L	5.60 ea.	5.50
Checks	10½"	4¾"	24"	E 104	3.05 ea.	2.95	104L	3.95 ea.	3.85
Drafts or Checks	9⅛"	4¼"	24"	E 94	2.40 ea.	2.30	1941L	3.00 ea.	2.90
8x5 Forms (2 rows)	10⅞"	8¾"	24"	E 108	3.50 ea.	3.40	108L	4.25 ea.	4.15
Freight Bills	9⅛"	7"	24"	E 97	3.00 ea.	2.90	1971L	3.55 ea.	3.45
5x8 Forms	8⅜"	5¾"	24"	E 85	2.70 ea.	2.60	1851L	3.30 ea.	3.20
Tabulating Cards	7⅝"	3¾"	24"	E 73	2.40 ea.	2.30	1731L	2.95 ea.	2.85
4x6 Cards (2 rows)	12⅞"	5"	24"	E 24	3.20 ea.	3.10	1245L	3.95 ea.	3.85
*Ledger Sheets	12⅜"	12¼"	18"	E 12	5.15 ea.	5.05	1212M	6.70 ea.	6.60

**Packed 6 to a carton — All others, 12 to a carton.*



Illustrated above, two 5 drawer units on a sanitary base.

COLE'S BLUEPRINT CABINET

for: ART and PHOTOS
ENGRAVINGS • MAPS and PLANS
BLUEPRINTS

A five drawer unit built of heavy gauge furniture steel used in many government offices and defense plants. Smooth gliding drawers on ball-bearing rollers, equipped with rear hood and lift compressor in front for protection of contents. Additional units can be added and interlocked. Cole gray or olive green baked enamel finish.

	Inside Drawer			Outside Cabiet			Price for 5 Drawer Units	Sanitary Bases 7½" High
No.	W.	H.	D.	W.	H.	D.		
4030	37"	2¼"	25"	40⅜"	15¾"	28⅜"	**$112.50**	**$16.00**
4332	43"	2¼"	32"	46⅜"	15¾"	35⅜"	**149.50**	**18.50**
5038	50"	2¼"	38"	53⅜"	15¾"	41⅜"	**169.00**	**20.50**

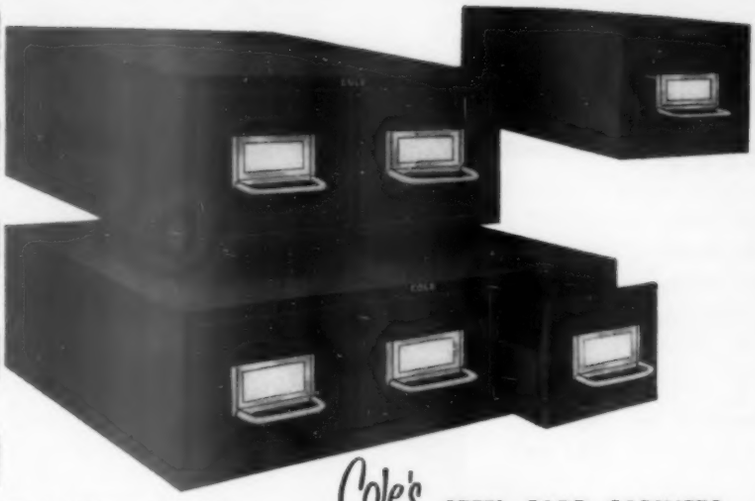
Plunger type lock that automatically locks all drawers; $15.00 additional.

Prices slightly higher in Texas, Colorado and West of the Rockies

#1206

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.



Cole's STEEL CARD CABINETS

One Drawer Units

NO.	CARD SIZE	CAPACITY	WIDTH	HEIGHT	DEPTH	PRICE
C335	3x5	1600 Cards	6⅝"	5⅛"	16"	**$3.60**
C346	4x6	1600 "	7⅝"	6⅛"	16"	**4.20**
C358	5x8	1600 "	9⅝"	7⅛"	16"	**5.40**
C369	6x9	1600 "	10⅝"	8⅛"	16"	**8.40**
Two Drawer Units						
C3352	3x5	3200 Cards	12¾"	5⅛"	16"	**$6.30**
C3462	4x6	3200 "	14¾"	6⅛"	16"	**7.20**
C3582	5x8	3200 "	18¾"	7⅛"	16"	**9.60**
C3692	6x9	3200 "	20¾"	8⅛"	16"	**12.00**
Three Drawer Units						
C3353	3x5	4800 Cards	18¾"	5⅛"	16"	**$12.00**
C3463	4x6	4800 "	21¾"	6⅛"	16"	**15.00**
C3583	5x8	4800 "	27¾"	7⅛"	16"	**18.00**
C3693	6x9	4800 "	30½"	8⅛"	16"	**25.00**

LOCKS for all units on this page—$2.10 per drawer.

"HIGHER THAN WIDE" CABINETS

One Drawer Units

NO.	CARD SIZE	CAPACITY	WIDTH	HEIGHT	DEPTH	PRICE
C364	6x4	1600 Cards	5⅜"	8"	16"	**$8.40**
C385	8x5	1600 "	6⅝"	10"	16"	**12.00**
C396	9x6	1600 "	7⅝"	11"	16"	**14.40**
Two Drawer Units						
C3642	6x4	3200 Cards	12¾"	8"	16"	**$14.40**
C3852	8x5	3200 "	12¾"	10"	16"	**16.20**
C3962	9x6	3200 "	14¾"	11"	16"	**19.20**
Three Drawer Units						
C3364	6x4	4800 Cards	14¾"	8"	16"	**$20.00**
C3385	8x5	4800 "	18¾"	10"	16"	**24.00**
C3396	9x6	4800 "	21¾"	11"	16"	**30.00**

DOCUMENT FILE THREE DRAWER UNIT

NO.	FOR FORMS	CAPACITY	WIDTH	HEIGHT	DEPTH	PRICE
C3105	10½"x5"	1000 leases	18¾"	12½"	16"	**$19.95**

ONE DRAWER CABINET

A roller bearing steel file for personal use in home or office. Has compressor for record protection. Can be interlocked with other units illustrated. Build them higher as your business grows. Green or gray.

NO.		WIDE	HIGH	DEEP	PRICE
111	Letter Size	14¾"	12½"	16"	**$12.50**
222	Legal Size	18¾"	12½"	16"	**14.50**

PRIVATE SAFETY CABINET

A steel safety cabinet protected by lock and key for private papers and other records. Green or gray.

NO.	WIDE	HIGH	DEEP	PRICE
121	14¾"	12½"	16"	**$12.50**
151	18¾"	12½"	16"	**14.50**

"LEGAL BLANK" CABINETS

Used for electros, engravings, legal forms, letterheads and other office forms. Heavy steel, full length drawers equipped with rear hood for protection of contents. Rubber feet prevent marring of furniture. Can be interlocked with other units illustrated.

	CABINET SIZE			INSIDE DRAWER			
NO.	Wide	High	Deep	Wide	High	Deep	PRICE
C166	14¾"	12½"	16"	13¼"	2"	15⅜"	**$12.50**
C266	18¾"	12½"	16"	17¼"	2"	15⅜	**19.95**

SEND FOR OUR LATEST CATALOG

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, New York

STEEL STORAGE CABINETS

Will keep your office supplies and printed matter clean and orderly. As a storage cabinet for hand tools and other valuables, will pay for itself over and over again by preventing pilferage. Doors are equipped with a two-way locking device controlled by a paracentric lock. Olive green or Cole gray baked enamel finish.

TWO DOOR CABINETS

(Illustrated) No. 349L—Two adjustable shelves. Size: 37½"high, 30½"wide, 17"deep. **$45.00**

No. 471—Two welded shelves. Size: 37½"high, 24"wide, 17"deep. **$34.50**

COUNTER HEIGHT CABINET

No. 400—Three adjustable shelves. Size: 40"high, 14¾"wide, 26⅝"deep. **$42.50**

DESK HEIGHT CABINET

No. 200—Two adjustable shelves. Size: 30½"high, 14¾"wide, 24"deep. **$24.00**

EXTRA SHELVES for any of the above **$4.95** additional.

Above cabinets available in Grained Walnut, Mahogany or Knotty Pine Finish $12.50 add'l.

No. 349L

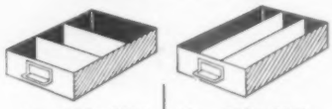
The above with Combination Dial Lock instead of key lock. No. 349Y **$54.95**

No. 2414

STEEL STORAGE CABINETS

Will pay for themselves many times over as valuable money savers in locating and safeguarding important matter. For cancelled checks, drafts, catalogues, hardware, office forms, printed matter, artwork, cuts, photographs, tools, etc. Olive green or Cole gray baked enamel finish.

DRAWER PARTITIONS



No. 55 for 2712
No. 655 for 2716

No. 66 for 2712
No. 666 for 2716

PRICE: 85c PER SET — *Order by Number*

No. 2712

$39.95

No.	Consists of	Size	Inside Drawer Wide	Inside Drawer High	Inside Drawer Deep	Outside Cabinet Wide	Outside Cabinet High	Outside Cabinet Deep	Price
2712	27 drawers	Letter Size	9	3½	12	30⅝	37½	13½	**$39.95**
2716	27 drawers	Legal size	9	3½	16	30⅝	37½	17	**49.95**
2414	14 drawers	Cancelled Check	10¼	4½	24	23½	37½	25	**69.95**
2773	27 drawers	Tabulating Card	7⅝	3⅜	24	26⅝	37½	25	**79.95**

LOCK which will lock all drawers of any of above cabinets . . . **$10.00** additional

Cabinets listed above are available in Grained Walnut, Mahogany or Knotty Pine Finish at **$12.50** additional

Prices slightly higher in Texas, Colorado and West of the Rockies

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

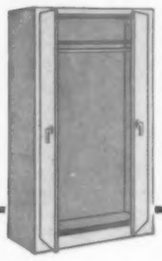
COLE safe-type STEEL CABINET

Built for a life-time!

Will keep your office supplies and printed matter clean and orderly. As a storage cabinet for hand tools, or valuables, will pay for itself by preventing pilferage. Used in many factories to minimize the loss of raw materials such as silk, rayon or leather. Doors are equipped with a two-way locking device controlled by a paracentric lock. Five adjustable compartments. Size 76" high, 36" wide, 18½" deep. Olive green or Cole gray baked enamel.

Extra shelves for above $5.95 additional

No. 7600 **$59.95**



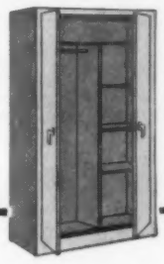
WARDROBE

With hat shelf plus rod for coat hangers

76" h., 36" w., 18½" d.

No. 7600R

$59.95



Combination **WARDROBE and STORAGE CABINET**

76" h., 36" w., 18½" d.

No. 7600C

$74.50

The "MODERN" File

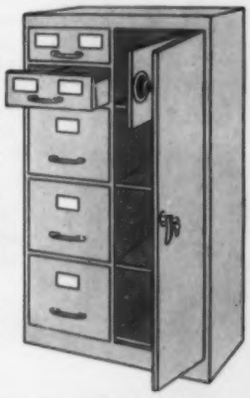
with the SECRET vault!

Just right for the small office. A filing cabinet, a storage cabinet and a concealed secret vault all in one. The latest design in office cabinets. Contains four ball-bearing letter files plus three adjustable storage compartments under lock and key. Only YOU know the combination of the secret vault protected by a 4" Dial Lock. Will pay for itself by preventing petty pilferage. Heavy gauge steel, 51½" high, 30½" wide, 17" deep. Olive green or Cole gray.

No. 990 LETTER SIZE **$72.50**

No. 1090 LEGAL SIZE 52¼" high, 33½" wide, 17" deep
With legal size instead of letter size drawers **$82.50**

No. 991 — Similar to above No. 990 but with two double index drawers added, replacing the top letter file drawer. Index drawers are designed for 3x5 or 4x6 cards (6400 capacity). Can also be used for cancelled checks. **$72.50**



All the above cabinets are available with plunger-type locks that automatically lock all drawers, **$8.50** additional.

The above "Modern" files are available in Grained Walnut, Mahogany or Knotty Pine finish **$12.50** additional

SEND FOR OUR LATEST CATALOG

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

COLE'S Quality Files at New Low Prices

Sturdy, heavy gauge steel filing cabinets for every filing need. Drawers glide smoothly on all four ball-bearing rollers. Spring compressors guarantee extra protection for records. Guide rods at no extra cost for eyeleted guide operation. Can also be used with hanging folders. Olive green or Cole gray baked enamel finish.

No. 1202

No. 1204

The "PERSONAL" File →

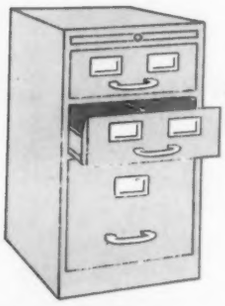
A handy two drawer steel desk companion. Will keep your letter size records convenient and orderly. 30½" high, 14¾" wide, 24" deep.

No. 1202 **$27.95**

With key lock that locks both drawers, No. 1202L **$32.20**

No. 1502 LEGAL SIZE same as above but with two legal size drawers, 30½" high, 17¾" wide, 24" deep **$37.95**

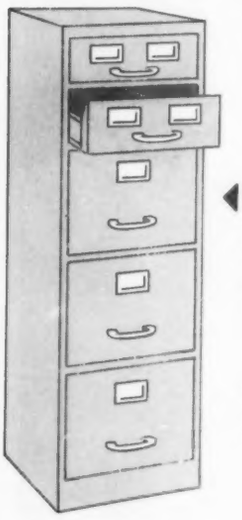
With key lock that locks both drawers, No. 1502L **$42.20**



No. 1221 — Consists of one letter size drawer and two double drawers for 3x5 or 4x6 cards (6400 capacity), by removing the drawer dividers they can also be used for cancelled checks. Plus a sliding writing shelf. 30½" high, 14¾" wide, 24" deep.

$42.50

With plunger-type lock that automatically locks all drawers, No. 1221L **$51.00**



No. 1223 — Contains three letter size file drawers and two double drawers for 3x5 or 4x6 cards (6400 capacity). Card drawers can also be used for cancelled checks. 52¼" high, 14¾" wide, 26⅝" deep.

$57.50

With plunger-type lock that automatically locks all drawers, No. 1223L **$67.50**

The "STANDARD" File

Used by thousands of discriminating offices. Four ball-bearing letter size drawers. Size, 52¼" high, 14¾" wide, 26⅝" deep.

No. 1204 **$39.95** F.O.B. YORK, PA.

With plunger-type lock that automatically locks all drawers, No. 1204L **$48.95**

No. 1504 LEGAL SIZE 52¼" high, 17¾" wide, 26⅝" deep **$49.95**

With plunger-type lock that automatically locks all drawers, No. 1504L **$58.95**

FILING STOOL

Makes filing easy, ends fatigue. Smooth rolling castors, steel legs. Green, gray or red fabricoid top.

No. 750 ..... **$8.75**

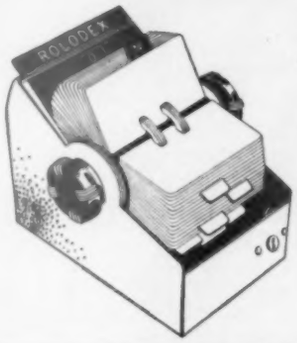
Prices slightly higher in Texas, Colorado and West of the Rockies

#1207

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS AVAILABLE ON REQUEST

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, New York

ROLODEX ROTARY CARD FILES



9 DESK MODELS

with varying card sizes and capacities.

From $10.95 and up.

3 FLOOR MODELS

PRICED AT HALF YOU WOULD EXPECT

MODEL NO.	CARD SIZE	CAPACITY (Based on 077 cards)	NUMBER OF TRAYS	LENGTH OF EACH TRAY	TOTAL FILING INCHES
FM 5804	5 x 8	4000	4	11½"	46
FM 4605	4 x 6	5000	5	11½"	57½
FM 3506	3 x 5	6000	6	11½"	69

Send today for information

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ATLAS STENCIL FILES CORP.
COLE STEEL EQUIPMENT CO., INC.

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Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Joyce Record Systems, Inc.
Kin-Dex, Inc.
Remington Rand Inc.
Selectofile Co.
Stellar Tool & Mfg. Co., Inc.
Wassell Organization, Inc.
WHEELDEX & SIMPLA PRODUCTS, INC.
ZEPHYR AMERICAN CORP.

Files (Rotary, Floor Model)

Business Efficiency Aids
Diebold, Inc.
Ferris Business Equipment, Inc.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MOSLER SAFE CO.
Remington Rand Inc.
Simpla Research and Mfg. Co., Inc.
Wassell Organization, Inc.
WHEELDEX & SIMPLA PRODUCTS, INC.
ZEPHYR AMERICAN CORP.

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ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hillside Metal Products, Inc.
PEERLESS STEEL EQUIPMENT CO.
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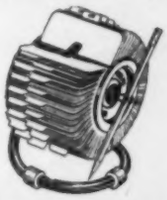
STACOR EQUIPMENT CO.
Top Flight Products Co., Inc.
Watson Mfg. Co., Inc.

WHEELDEX Portables

11 PROFITABLE UNITS
from $14.95 to $96.00



WHEELDEX CUB
carries 1,000 cards, sells for $14.95 and is typical of the 11 Portable units.

•

Write for Liberal Dealer terms on these Fair Trade Products

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Phone: White Plains 6-6800

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ART STEEL SALES CORP.
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COLUMBIA STEEL EQUIPMENT CO.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Durable Metal Products Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hillside Metal Products, Inc.
Northwest Metal Products Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Weis Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

Files (Stencil, Addressing Machine)

Addressograph-Multigraph Corp.
American Expansion Bolt & Mfg. Co.
Dashew Business Machines, Inc.

Files (Stencil, Duplicator, Book Type)

American Writing Ink Co., Inc.
Bohn Duplicator Corp.
Copy Papers Sales and Service Agency, Inc.
Crystal Copy Corp.
Diebold, Inc. (Tray)
Frankel Carbon & Ribbon Co.
Gestetner Duplicator Corp.
HEYER CORP.
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Niagara Duplicator Co.

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"Solves the Storage Problem"

AVAILABLE IN 72" AND 78" HEIGHTS AND 18" AND 24" DEPTHS 35" WIDTH.

COMBINATION

FAMOUS

SPACE SAVERS

STORAGE CABINETS FOR EVERY PURPOSE

NON-SUSPENSION TYPE

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CATALOG AND PRICE LIST UPON REQUEST DEPT. A-15

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PROTECT VALUABLE STENCILS, PLATES AND NEGATIVES

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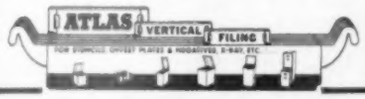
Vertical filing is the one right way to file valuable reproduction masters, X-rays, etc. With five basic hangers and 15 models of filing units, Atlas Vertical Files have the *right* answer to every special type of vertical filing problem. Write for complete catalog.



ATLAS STENCIL FILES CORP.
16722 Westfield Ave., Cleveland 10, Ohio

Files (Stencil, Duplicator, Book Type)

(Continued from page 143)

Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
SHALLCROSS CO.
Speed-O-Print Corp.
Technygraph Co.

Files (Stencil, Duplicator, Cabinet)

ATLAS STENCIL FILES CORP.
Du Prints, Inc.
HEYER CORP.
Marr Duplicator Co., Inc.
Mim-E-O Stencil Files Co.
Rex-Rotary Distributing Corp.
Speed-O-Print Corp.

Files (Stencil, Oil Board)

Diagraph-Bradley Industries, Inc.
Ideal Stencil Machine Co.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.

Files (Stick-Spindle)

Grey Iron Casting Co.
I.D.L. MFG. & SALES CORP.
METAL SPECIALTIES MFG. CO.
Meyers, Fred L., Mfg. Co.
Modern Desk Pad Mfg. Co.
Office Accessories Corp.
Pengad Mfg. Co.
Redigraph, Inc.
Safe-T-Point Co.
Weeks, Frank A., Mfg. Co.
Worcester Wire Novelty Co.
Wrightsville Hardware Co.

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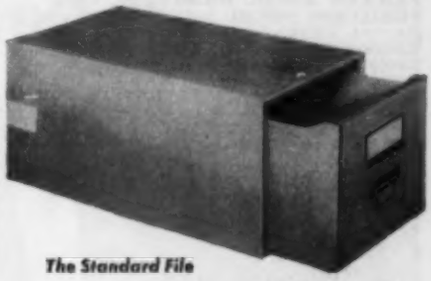
Acme Letter File Corp.
AMBERG FILE & INDEX CO.
ASSOCIATED STATIONERS SUPPLY CO.
BANKERS BOX CO.
COLE STEEL EQUIPMENT CO., INC.
Convoy, Inc.
Dandy Storage File Co.
Edgewater Mfg. Co., Inc.
Geller, J. R., Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
HEDGES MFG. CO.
Hoffman, L.
Kay-Dee Co.
National Fiberstok Envelope Co.
Osco Stationery Co.
OXFORD FILING SUPPLY CO.
Perfection Box Co.
PRONTO FILE CORP.
Strayer Coin Bag Co.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Files (Storage, Steel)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
Cardinal Sales, Inc.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DEHLER MFG. CO.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
Durable Metal Products Co.
FRANKLIN METAL PRODUCTS CO.
Frontier Sales Co.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co.
HEDGES MFG. CO.
Herring-Hall-Marvin Safe Co.
Hillside Metal Products, Inc.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
Lonergan Mfg. Co.

Oxford

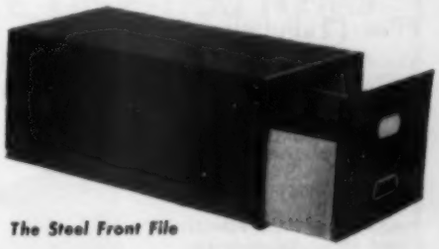
FIBERBOARD FILES



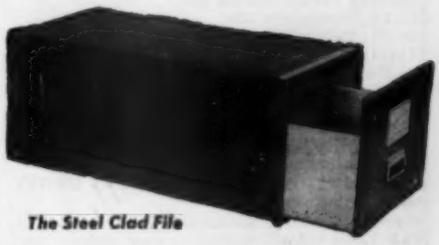
The Standard File

Oxford Standard Files provide a place for stored records that is both economical and convenient.

Made completely of high-test natural color corrugated board, these sturdy files are as easily-accessible as the active files that are in every-day use. They can be stacked six high without sagging. These are the files for services at lowest cost.



The Steel Front File



The Steel Clad File

Oxford Steel Front and Steel Clad Files have the color printed on the fiberboard, so that the green will not fade.

With Stak-klips and battery clamps, the files can be locked horizontally and vertically into solid batteries as high as the ceiling. Heavy gauge steel parts add to their strength and durability.

OXFORD FILING SUPPLY CO., INC
Clinton Road • Garden City, N. Y.

Files (Storage, Steel)
(Continued from page 145)

Lyon Metal Products, Inc.
Major Metalfab, Inc.
MAYFAIR CO.
Metalstand Co.
Midwest Metal Mfg. Co.
PARKER STEEL PRODUCTS, INC.
PEERLESS STEEL EQUIPMENT CO.
Record Files, Inc.
Remington Rand Inc.
Remle Corp.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Strayer Coin Bag Co.
Top Flight Products Co., Inc.
Vanguard Engineering & Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Files (Storage, Steel-Reinforced)

BANKERS BOX CO.
COLE STEEL EQUIPMENT CO., INC.
Frontier Sales Co.
GUIDE SYSTEM & SUPPLY CO.
Herring-Hall-Marvin Safe Co.
Kay-Dee Co., The
OXFORD FILING SUPPLY CO.
PARKER STEEL PRODUCTS, INC.
PRONTO FILE CORP.
Steel Furniture Mfg. Co.
Strayer Coin Bag Co.
Weis Mfg. Co.

Files (Storage, Wood)

Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
HEDGES MFG. CO.
Kay-Wood Products, Inc.
Remington Rand Inc.

Files (Tabulating Card, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Duro Consolidated, Inc.
General Fireproofing Co.
Globe-Wernicke Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
Le Febure Corp.
Metal Office Furniture Co.
Monarch Metal Products, Inc.
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Tab Products Co.
Top Flight Products Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc. (Visible)
Watson Mfg. Co.
Wright & Co.
Yawman and Erbe Mfg. Co.

Files (Tabulating Card, Wood)

Globe-Wernicke Co.
Remington Rand Inc.

Files (Tariff)

ALL-STEEL EQUIPMENT INC.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
General Fireproofing Co.
Hall's Safe Co., Inc.
INVINCIBLE METAL FURNITURE CO.
McBee Co.
Northwest Metal Products Co.

Keep INACTIVE RECORDS Quickly Accessible with

STAXONSTEEL

Self-Stacking TRANSFER FILES

No. 511 LETTER SIZE UNITS are self-stacking with factory applied steel side-plates and horizontal stackers bearing total drawer content weight at four points.

No matter how high you stack these new TRANSFER FILES, *each drawer works perfectly* . . . no bulging, no sticking. Each unit is complete, yet each becomes part of a sturdy steel structure. Units can be bolted side by side. Metal drawer pulls, and grey finish on corrugated fibre-board produce neat front office appearance.

Write for complete catalog and information on other sizes.

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Watson Mfg. Co.
Wetzel, P. A., & Son
Yawman and Erbe Mfg. Co.

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(See Files, Card Index, Box)

Files (Transfer)

(See Files, Storage)

Files (Tub)

Automatic File & Index Co.
Business Efficiency Aids
General Fireproofing Co.
Monarch Metal Products, Inc. (Tabulating Card)
PEERLESS STEEL EQUIPMENT CO.
Remington Rand Inc.
Reynolds & Reynolds Co.
Rol-Dex Div.
Shaw-Walker Co.
Tab Products Co.
Visirecord, Inc.
Watson Mfg. Co.
Wright & Co.

Files (Wheel)

(See Files, Rotary)

Files (X-Ray Negative)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ATLAS STENCIL FILES CORP.
BERGER MFG. DIVISION
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
DOLIN METAL PRODUCTS, INC.
Dray Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
INVINCIBLE METAL FURNITURE CO.
PEERLESS STEEL EQUIPMENT CO.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Watson Mfg. Co., Inc.
Yawman and Erbe Mfg. Co.

Filing Cabinet Metal Parts

(See Hardware, Cabinet)

Filing Folders (Celluloid Tabbed)

Affleck Stationery Co.
AIGNER, G. J., CO.
AMBERG FILE & INDEX CO.
Ames Safety Envelope Co.
BARKLEY, C. L., & CO.
CEL-U-DEX CORP.
DACO CARD & INDEX CO.
Dunleavy Co.
Duradex, Inc.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Koller & Smith Co., Inc.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Royal Index Tab Co.
Saxon Paper Corp.
SECURITY STEEL EQUIPMENT CORP.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
Weis Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

don't hide it!

Even though the BUYERS INDEX ISSUE is one of your most important business assets, don't keep it locked in the safe. Don't even hide it in a desk drawer.

For the Index will have its greatest value only when it is easily accessible to everyone in your store.

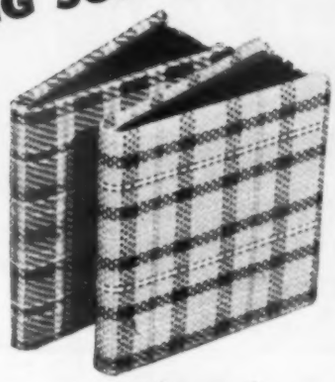
Designate a permanent location for this directory and make sure that each employee knows where it is. The BUYERS INDEX ISSUE gives

CORRECT INFORMATION WHEN YOU NEED IT!

Amfile ...FOR THE BEST

Reg. U.S. Pat. Off.

...IN FILING SUPPLIES, ALBUMS & OFFICE SPECIALTIES



WILLOWEAVE

Wonderful sales appeal in this charming, rustic-looking album. Smoothly woven binding comes in gay colors and patterns. Black or white mounting sheets. 3 sizes, for prints 5x7", 8x10", 14x11"

No. 960 ALBUM

Popular, inexpensive, with flexible embossed cover of simulated leather — it's a best seller. 35 black pages with 9x11" mounting surface. Plastic binding rings. Black, blue, brown, green or maroon. Packed 6 to box, assorted or 6 of same color.

No. C810AB—ACETATE

Attractive, embossed Duraleather cover. Plastic binding rings. 12 double sheets (24 display pages) covered with heavy transparent acetate are bound into this album. Maroon, black, blue or green. 3 sizes, for prints 5x7", 8x10", 14x11".

There is a complete line of Amfile Albums, Phonograph Record Cases and a new desk-side File Caddy—all shown in the catalog.

FILING SUPPLIES—COMPLETE LINE—1100 ITEMS

Everything necessary to make filing and finding foolproof. Eighty-three years of experience are behind the Amfile line of nationally advertised filing equipment and specialties.

Guides, folders, binders, etc., are available in a wide variety of sizes, styles and colors, to take care of any kind and size business or profession.

Write for Amberg Catalog which illustrates, describes and prices the entire Amfile line.

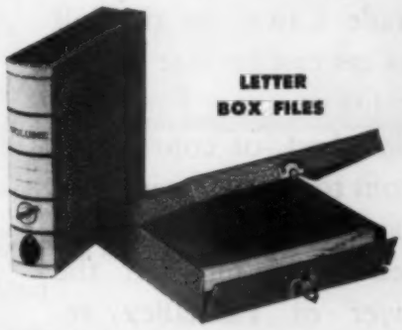
BRIEF COVERS

Ideal for reports, briefs, manuals, price lists, etc. Made of wear-resistant heavy-weight leatherette. Practical, built-in prong fasteners. Choice of 12 attractive colors. Letter size 8½x11".

TOPHIDE COVERS. Heavy, impregnated pyroxylin coated, simulated leather stock. Black, blue, brown, red, green. 25 each color to a box.

No. 442 PERSONAL FILE

Made of steel with grey hammerloid finish. A place for all important papers. Built to last for years. Comes with lock and key and letter-size folders, alphabetical, monthly and blank. Packed in individual carton.



LETTER BOX FILES

Strong fibreboard construction, covered with marble paper, orange back. Pull tab at back. Suit-case catch. Letter size alphabetical index.

No. 890 Letter size with A-Z index, 16-division

No. 891 Letter size with 1-31 index, 31-division

No. 892 Cap size with A-Z index, 16-division

No. 893 Letter size with A-Z index, 25-division (double-thick Jumbo style)

No. 894 Cap size with A-Z index, 25-division (double-thick Jumbo style)

No. 895 Letter size with Monthly index, 12-division

No. 896 Letter size with Monthly index, 12-division (double-thick Jumbo style)

PROMPT SHIPMENT ON ALL ITEMS . . . ORDER TODAY!

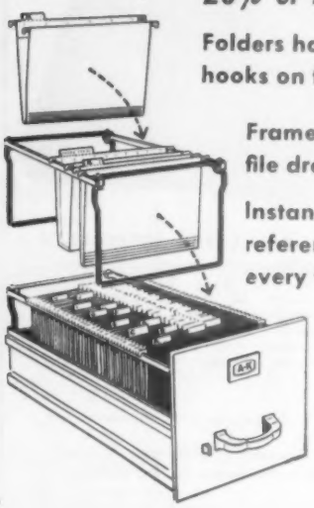
AMBERG FILE & INDEX CO., 1622 Duane Blvd., Kankakee, Ill.

amfile EST. 1868

Don't File It—HANG IT!

IN Oxford PENDAFLEX® HANGING FOLDERS

Cut Filing Costs 20% or More!



Oxford Pendaflex is price-protected under Fair Trade Laws, so that all dealers can be sure of full profits on every Pendaflex sale. And, of course, the profit to the dealer is more than balanced by the tremendous value that the buyer of Pendaflex receives in filing and finding economy.

Oxford Pendaflex hanging folders have changed the filing habits of the nation and given the office supply dealer a spectacularly profitable item that is easy to sell.

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Clinton Road • Garden City, N. Y.

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Dunleavy Co.
EZYINDEX PRODUCTS CORP.
FARBER, LOUIS H., CO.
Filing Equipment Bureau, Inc.
GUIDE SYSTEM & SUPPLY CO.
Hang-A-File Co.
Master Products Mfg. Co.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Saxon Paper Corp.
STEEL PARTS MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.

Filing Folders (Metal Tabbed)

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ADVANCO PRODUCTS
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American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
BROWNE-MORSE CO.
COOKE & COBB CO.
DACO CARD & INDEX CO.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
FARBER, LOUIS H., CO.
Filequipment Corp. of America
Filing Equipment Bureau, Inc.
Frontier Sales Co.
Geller, J. R., Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Jenkins-Hall Index Card Co.
Kay-Dee Co.
Keystone Envelope Co.
Keystone Index Card Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
Master Products Mfg. Co.
Millar, Geo. W., & Co.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
Remington Rand Inc.
Saxon Paper Corp.
SECURITY STEEL EQUIPMENT CORP.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Southern Paper Products Co., Inc.
Ulrich Planfiling Equipment Corp.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
Weis Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
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Filing Folders (Plain or Printed Tab)

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Affleck Stationery Co.
AMBERG FILE & INDEX CO.
American Fiber-Velope Co.
Ames Safety Envelope Co.
ASSOCIATED STATIONERS SUPPLY CO.
Automatic File & Index Co.
BARKLEY, C. L., & CO.
COOKE & COBB CO.
DACO CARD & INDEX CO.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CORP.
File-Ez Folder Co.
Filing Equipment Bureau, Inc.
Frontier Sales Co.
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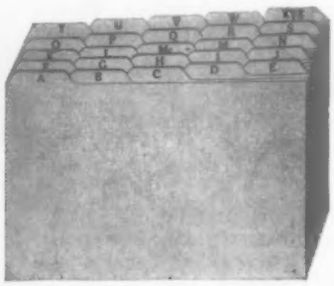

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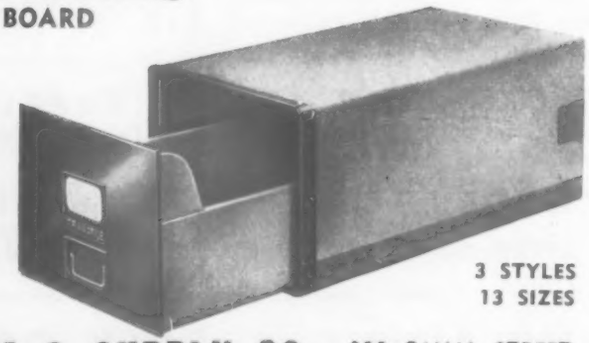

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(Continued from page 148)

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Ulrich Planfiling Equipment Corp.
Universal Pad & Tablet Corp.
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
Wansco Paper Products Co., Inc.
WARSHAW MFG. CO., INC.
Weis Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

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Ames Safety Envelope Co.
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COOKE & COBB CO.
DACO CARD & INDEX CO.
Dunleavy Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CORP.
FARBER, LOUIS H., CO.
Filing Equipment Bureau, Inc.
Frontier Sales Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
King Filing Supply Co.
Koller & Smith Co., Inc.
National Fiberstok Envelope Co.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
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Saxon Paper Corp.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
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SPEED PRODUCTS CO., INC.
U-File-M Binder Mfg. Co., Inc.
Ulrich Planfiling Equipment Corp.
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(See Stools, Filing)

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ADVANCO PRODUCTS
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BROWNE-MORSE CO.
CEL-U-DEX CORP.
COOKE & COBB CO.
DACO CARD & INDEX CO.
DENNISON MFG. CO.
Diemer, John F., Co.
Dunleavy Co.
Ennis Tag & Salesbook Co.
EZYINDEX PRODUCTS CORP.
FARBER, LOUIS H., CO.
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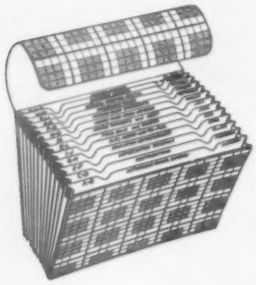

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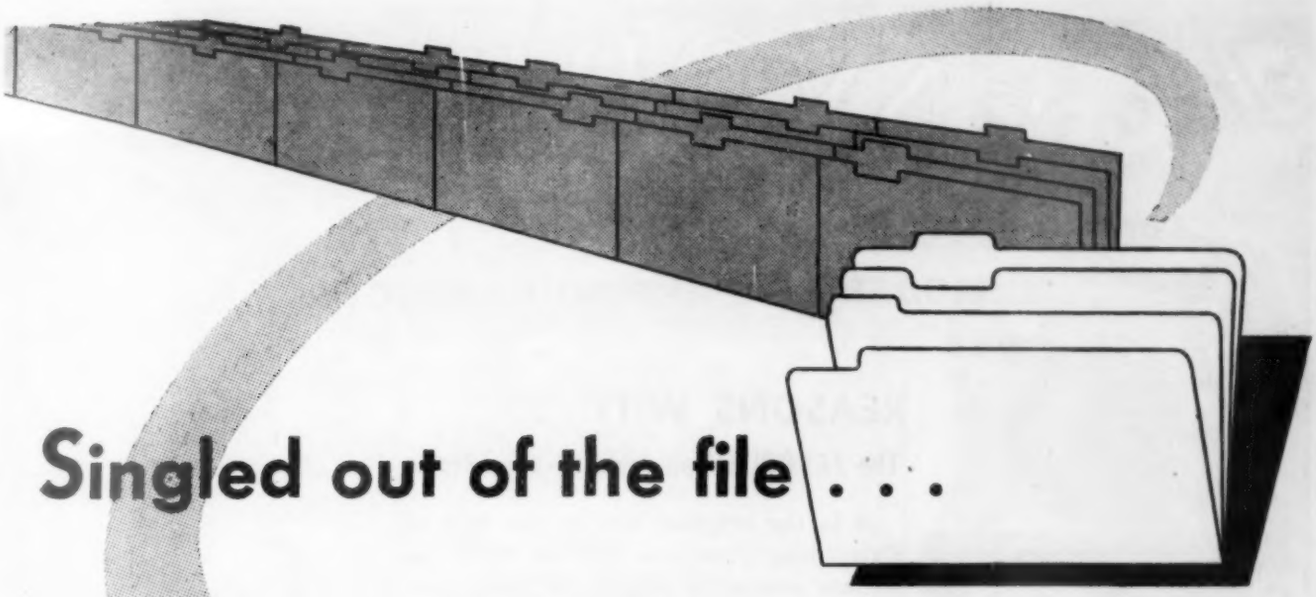

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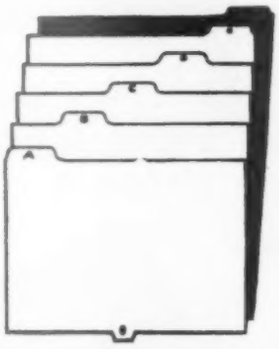

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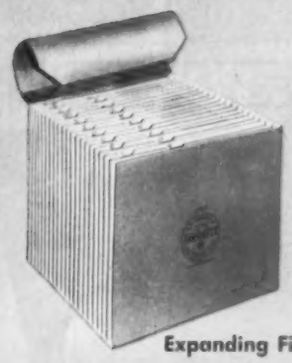
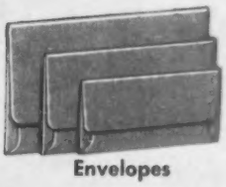

Expanding Files

Vertical Files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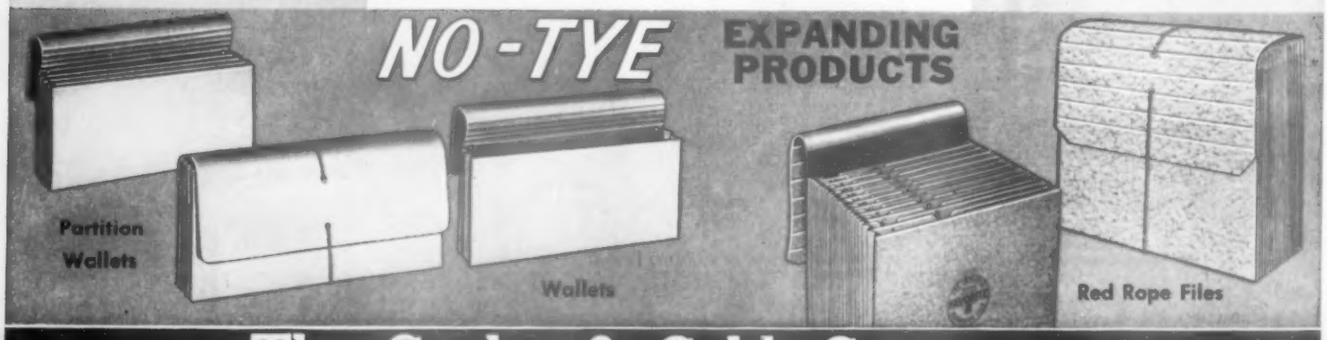

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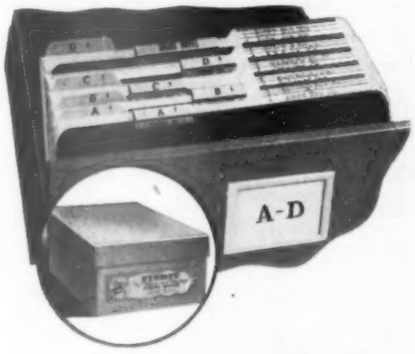

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(Continued from page 150)

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Saxon Paper Corp.
SECURITY STEEL EQUIPMENT CORP.
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EZYINDEX PRODUCTS, CORP.
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Filing Equipment Bureau, Inc.
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GUIDE SYSTEM & SUPPLY CO.
Herring-Hall-Marvin Safe Co.
Kohlhaas Co.
Koller & Smith Co., Inc.
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Master Products Mfg. Co.
Moore, P. O., Inc. (Key)
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Rol-Dex Division
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Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
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Ulrich Planfiling Equipment Corp.
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ASSOCIATED STATIONERS SUPPLY CO.
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Consolidated Loose Leaf, Inc.
Eastern Tablet Corp.
Elam-Elkhart Stationery Co.
ELBE FILE & BINDER CO., INC.
Ennis Tag & Salesbook Co.
Eureka Blank Book Co.
Filing Equipment Bureau, Inc.
Grand Rapids Loose Leaf Binder Corp.
Greg Sales Co., Inc.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Hano Paper Co., Inc.
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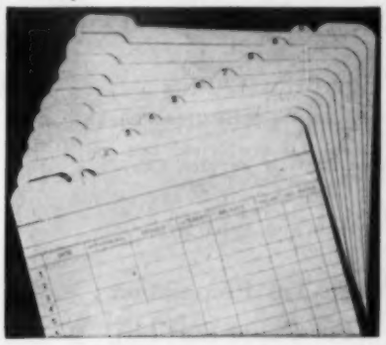

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National Manifolding Co.
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Remington Rand Inc.
Roaring Spring Blank Book Co.
Saxon Paper Corp.
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Stationers Loose Leaf Co.
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(See Pads, Finger, Rubber)

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(See Files, Fingerprint)

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Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

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Cline, K. F., Co., Inc.
Columbus Show Case Co.
Combined Industries
Crystal Fixture Co.
Davis Metal Fixture Co.
Franklin, Bernard, Co., Inc.
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Compco Corp.
Frink Corp.
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Guth, Edwin F., Co.
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Sarvis Mfg. Co.
Service Steel Products Corp.
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Regalia Mfg. Co.
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(See Cases, Correspondence)

Folders (Filing)

(See Filing Folders)

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Master-Craft Corp.
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Merchants Industries, Inc.
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Standard Register Co.
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Forms (Automotive)

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AMERICAN REGISTER CO.
Baltimore Salesbook Co.
Consolidated Business Systems, Inc.
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Ersco
IDEAL SYSTEM CO.
Merchants Industries, Inc.
Moore Business Forms, Inc.
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Nichols, H. W., Salesbook Co.
Old Town Corporation
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Rediform Division
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Dunleavy Co.
Faurot, Inc. (Finger Print)
Filing Equipment Bureau, Inc.
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Hall, J. C., Co.
Koller & Smith Co., Inc.
Master-Craft Corp.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Litho Forms Co.
Old Town Corporation
Potter Press, The
Procter, Fred, Co.
Rediform Division
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Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Transkrit Corp.
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Merchants Industries, Inc.
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ASSOCIATED STATIONERS SUPPLY CO.
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Boyce, A. E., Co.
Consolidated Business Systems, Inc.
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GRAND FILING SUPPLY CO.
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Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
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National Blank Book Co.
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Atlantic Register Co.
Bonnar-Vawter, Inc.
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Ersco
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Rediform Division
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Ersco
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Nichols, H. W., Salesbook Co.
Old Town Corporation
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Baltimore Salesbook Co.
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Ersco
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Merchants Industries, Inc.
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Transkrit Corp.
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Forms (Drafts, Notes, Receipts, etc.)

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(See Forms, Continuous, Fanfold)

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Merchants Industries, Inc.
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Rediform Division
Remington Rand Inc.
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IDEAL SYSTEM CO.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
Old Town Corporation
Rediform Division
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Sheppard, C. E., Co.
Stationers Loose Leaf Co.
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Visirecord, Inc.
Vue-Fax Corp.
Walker, Frank R., Co.
Watt & Gillogly, Inc.
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ASSOCIATED STATIONERS SUPPLY CO.
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Conolly, Henry, Co.
Consolidated Loose Leaf, Inc.
Coppage Printing & Loose Leaf Co., Inc.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall & McChesney, Inc.
Ideal Publishers
IDEAL SYSTEM CO.
Klipto Loose Leaf Co.
Koller & Smith Co., Inc.
Lefax
Le Febure Corp.
Loose Leaf Devices Co., Inc.
Loose Leaf House
Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
Mill-Green Publishing Co.
Mohler, A.
Moore, John C., Corp.
National Blank Book Co.
National Manifolding Co.
Pemberton, Lewis N., Ptg. Co.
RECORDPLATE CO.
Remington Rand Inc.
Reynolds & Reynolds Co.
Ross-Martin Co.
S-K Forms Co.
Sheppard, C. E., Co.
Sherick, Harry C.
Stationers Loose Leaf Co.
Trussell Mfg. Co.
Universal Manufacturing Stationers, Inc.
Vernon, S. E. & M., Inc.
Vevier Loose Leaf Co.
Watt & Gillogly, Inc.
Western Loose Leaf Co.
Wilmer, E. P., Inc.
WILSON JONES CO.
Wilson Memindex Co.
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Forms (Machine Bookkeeping)

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Bonnar-Vawter, Inc.
Boyce, A. E., Co.
Business Efficiency Aids
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Diebold, Inc.
Grand Rapids Loose Leaf Binder Co.
Hall, J. C., Co.
Koller & Smith Co., Inc.
Master-Craft Corp.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Cash Register Co.
National Litho Forms Co.
Procter, Fred, Co.
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
Transkrit Corp.
Visirecord, Inc.
WILSON JONES CO.
Workman Mfg. Co.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Manifold)

(See Forms, Continuous; Forms, One-Time Carbon)

Forms (One-Time Carbon)

Accurate Sales Book Co.
Adams Bros. Salesbook Co.
ADVANCO PRODUCTS
American Business Systems
American Lithofold Corp.
AMERICAN REGISTER CO.
American Ribbon & Carbon Co., Inc.
Apex Business Systems
Arco Manifolding Co.
Ark-N-Sets
Atlantic Register Co.
Autographic Business Forms, Inc.
Baltimore Salesbook Co.
Bonnar-Vawter, Inc.
Carbonized Paper Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Consolidated Business Systems, Inc.
E-Z Sort Systems, Ltd.
Eastern Specialties Co., Inc.
Egry Register Co.
Ennis Tag & Salesbook Co.
Ersco
Federal Business Products, Inc.
Filing Equipment Bureau, Inc.
General Manifold & Printing Co.
General Multi Forms Sales Co.
Gilkey, W. S., Printing Co.
Hadley, Charles R., Co.
Hall, J. C., Co.
Hamilton Autographic Register Co.
HANO, PHILIP, CO., INC.
International Tag & Salesbook Co.
Koller & Smith Co., Inc.
Loewenbach, B., & Sons Co., Inc.
McCaskey Register Co.
Merchants Industries, Inc.
Miami Systems Corp.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Carbon Coated Paper Co.
National Litho Forms Co.
National Manifolding Co.
Newport News Forms Co., Inc.
Nichols, H. W., Salesbook Co.
Potter Press, The
Rediform Division
Reynolds & Reynolds Co.
Ross-Martin Co.
Rotary Printing Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Snapout Forms Co.
Springfield Manifold Co.
Standard Register Co.
Stylograph Corp.
Taylor, R. A., Corp.
Uarco Incorporated
Vue-Fax Corp.
Watt & Gillogly, Inc.
Watts, Alfred Allen, Co., Inc.
Workman Mfg. Co.

Forms (Pay Roll)

Acme Visible Records, Inc.
American Lithofold Corp.
AMERICAN PAD & PAPER CO.
Apex Business Systems
Arco Manifolding Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baltimore Salesbook Co.
Barrett, P. L.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
Boyce, A. E., Co.
Carbonized Paper Co.
Colonial Co.
Commonwealth Publishing Co.
Consolidated Business Systems, Inc.
Diebold, Inc.
DOME PUBLISHING CO., INC.
E-Z Sort Systems, Ltd.
Egry Register Co.
Ersco
Filing Equipment Bureau, Inc.
General Manifold & Printing Co.
Grand Rapids Loose Leaf Binder Co.
Hadley, Charles R., Co.
Hall, J. C., Co.
IDEAL SYSTEM CO.
International Business Machines Corp.
Koller & Smith Co., Inc.
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Moore Business Forms, Inc.
Moore, John C., Corp.
Mutual Publishers
National Blank Book Co.
National Business Systems Co.
National Litho Forms Co.
Nichols, H. W., Salesbook Co.
Rediform Division
Redi-Record Payroll Systems
Remington Rand Inc.
Reynolds & Reynolds Co., The
Ross-Martin Co.
Rotary Printing Co.
S-K Forms Co.
Shaw-Walker Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Smith, W. Ray, Co.
Stationers Loose Leaf Co.

Taylor, R. A., Corp.
Todd Co., Inc.
"Tops" Business Forms
Transkirt Corp.
Universal Manufacturing Stationers, Inc.
Visirecord, Inc.
Walker, Frank R., Co.
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Forms (Physicians)

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BOORUM & PEASE CO.
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Merchants Industries, Inc.
Mohler, A.
Moore Business Forms, Inc.
Rediform Division
Remington Rand Inc.
Sheppard, C. E., Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Purchase Order)

Accurate Sales Book Co.
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ASSOCIATED STATIONERS SUPPLY CO.
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Bonnar-Vawter, Inc.
Boyce, A. E., Co.
Consolidated Business Systems, Inc.
Ennis Tag & Salesbook Co.
Filing Equipment Bureau, Inc.
General Manifold & Printing Co.
GRAND FILING SUPPLY CO.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Litho Forms Co.
Nichols, H. W., Salesbook Co.
Old Town Corporation
Potter Press, The
Rediform Division
Remington Rand Inc.
Reynolds & Reynolds Co.
Ross-Martin Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
"Tops" Business Forms
Uarco Incorporated
Visirecord, Inc.
Walker, Frank R., Co.
Watts, Alfred Allen, Co., Inc.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Social Security)

Accurate Sales Book Co.
ASSOCIATED STATIONERS SUPPLY CO.
Baltimore Salesbook Co.
Barrett, P. L.
Bates Accounting Forms Co., Inc.
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
Boyce, A. E., Co.
Carbonized Paper Co.
Colonial Co.
Commonwealth Publishing Co.
Consolidated Business Systems, Inc.
DOME PUBLISHING CO., INC.
Ersco
Eureka Blank Book Co.
Filing Equipment Bureau, Inc.
General Manifold & Ptg. Co.
IDEAL SYSTEM CO.
Hadley, Charles R., Co.
Le Febure Corp.
Master-Craft Corp.
McMillan Book Co.
Merchants Industries, Inc.
Mill-Green Publishing Co.
Moore Business Forms, Inc.
Moore, John C., Corp.
National Blank Book Co.
Nichols, H. W., Salesbook Co.
Rediform Division
Redi-Record Payroll Systems
Ross-Martin Co.
S-K Forms Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Smith, W. Ray, Co.
Stationers Loose Leaf Co.
"Tops" Business Forms
Universal Manufacturing Stationers, Inc.
Watt & Gillogly, Inc.
Watts, Alfred Allen, Co., Inc.
Weis Mfg. Co.
WILSON JONES CO.
Yale Filing Supply Co.
Yawman and Erbe Mfg. Co.

Forms (Spot Carbon)

Accurate Sales Book Co.
American Business Systems
Autographic Business Forms, Inc.
Bonnar-Vawter, Inc.
Consolidated Business Systems, Inc.
E. Z. Sort Systems, Ltd.
Filing Equipment Bureau, Inc.
Merchants Industries, Inc.
Moore Business Forms, Inc.
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Transkrit Corp.
Uarco Incorporated
Visirecord, Inc.
Watts, Alfred Allen, Co., Inc.
Workman Mfg. Co.

Forms (Stock)

(See Forms, Business, Stock)

Forms (Stock Control Record)

Acme Visible Records, Inc.
Arco Manifolding Co.
ASSOCIATED STATIONERS SUPPLY CO.
BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
Colonial Co.
Consolidated Business Systems, Inc.
DACO CARD & INDEX CO.
Diebold, Inc.
General Manifold & Ptg. Co.
GRAND FILING SUPPLY CO.
Hadley, Charles R., Co.
Le Febure Corp.
McCaskey Register Co.
McMillan Book Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Blank Book Co.
Old Town Corporation
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Corp.
Sheppard, C. E., Co.
Stationers Loose Leaf Co.
"Tops" Business Forms
Transkrit Corp.
Uarco Incorporated
Universal Manufacturing Stationers, Inc.
Visirecord, Inc.
Vuefax Corp.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Forms (Tabulating)

Accurate Sales Book Co.
American Business Systems
American Lithofold Corp.
AMERICAN REGISTER CO.
Atlantic Register Co.
Autographic Business Forms, Inc.
Bonnar-Vawter, Inc.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Consolidated Business Systems, Inc.
Ersco
E-Z Sort Systems, Ltd.
General Manifold & Ptg. Co.
Merchants Industries, Inc.
Miami Systems Corp.
Moore Business Forms, Inc.
National Litho Forms Co.
Nicholas, H. W., Salesbook Co.
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Shelby Salesbook Co.

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(Continued from page 161)

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(See Brushes, Marking, Fountain)

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(See Brushes, Marking, Stencil)

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(See Desk Sets, Fountain Pen)

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(See Repair Kits, Fountain Pen)

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Eagle Pencil Co.
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Ferber Corp.
Fieldston Products Corp.
FISHER PEN CO.
Flo-Ball Pen Corp.
Holt Pen Co.
Hutcheon Bros.
Inkograph Products Div.
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Lipic, Joseph, Pen Co.
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Morrison Fountain Pen Co.
Ozark Pen Mfg. & Repair Co.
Non-Stop Pen & Pencil Co.
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Peerless Pen Co.
Pencraft, Inc.
Pen-N-Pencil Co.
Pen-Rite Corp.
Rite-O, Inc.
Ritepoint Co.
Rotary Pen Co.
Scripto, Inc.
Serolite Corp.
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Waterman Pen Co., Inc.
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Welty Pen & Repair Co.

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Holt Pen Co.
Inkograph Products Div.
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Ozark Pen Mfg. & Repair Co.
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(See Picture Frames)

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(See Furniture, Modular Units)

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(See Drafting Equipment)

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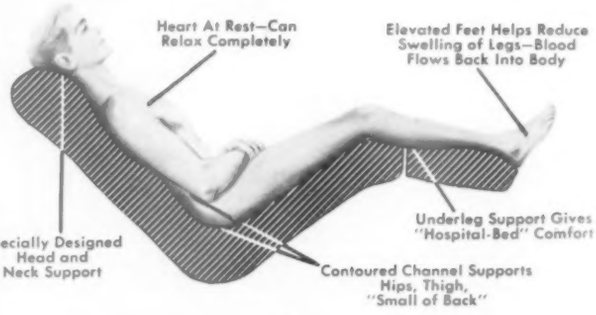

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Wisconsin Chair Co.
Worden Co.

Furniture (Reception Room, End Tables, Wood)

Atlantic Furniture Products Co., Inc.
Carlton-Surrey, Inc.
Doten-Dunton Desk Co.
Excellent Cabinet Works Co.
Garland Furniture Co.
Gibraltar Mfg. Co., Inc.
Great Lakes Furniture Co.
Huntington Chair Corporation
JASPER DESK CO.
Laun, A. A., Furniture Co.
Leopold Co.
Lloyd Mfg. Co.
Modernize, Inc.
MURPHY CHAIR CO., INC.
MURPHY-MILLER, INC.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Standard Furniture Co.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Thonet Industries, Inc.
U. S. Chaircraft Mfg. Corp.

Furniture (Reception Room, Settees, Wood)

Berkey Leather Furniture Corp.
Buckstaff Co.
Carlton-Surrey, Inc.
Decker, Isaac C., Inc.
Garland Furniture Co.
GREGSON MFG. CO.
Great Lakes Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
Huntington Chair Corporation
Johnson Chair Co.
KENMAR MFG. CO.
Lawsonia Mfg. Co., Inc.
Lloyd Mfg. Co.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Modernize, Inc.
Monarch Furniture Co.
MURPHY CHAIR CO., INC.
Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
STATIONERS MFG. CO.
Stow & Davis Furniture Co.
Thomas Furniture Co.
Thonet Industries, Inc.
U. S. Chaircraft Mfg. Corp.
Wisconsin Chair Co.
Worden Co.

Furniture (School, Chairs)
(See also Chairs, Tablet Arm)

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
ART METAL CONSTRUCTION CO.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Brunswick-Balke-Collender Co.
Buckstaff Co.
Emeco Corp.
General School Equipment Co.
GREGSON MFG. CO.
Griggs Equipment Co.
GUNLOCKE, W. H., CHAIR CO.
Haney School Furniture Co.
Heywood-Wakefield Co.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
Irwin Seating Co.
JASPER SEATING CO.
Johnson Chair Co.
Krueger Metal Products Co.
Lyon Metal Products, Inc.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
MILWAUKEE METAL FURNITURE CO.
MURPHY CHAIR CO., INC.
National School Equipment Co.
Norcor Mfg. Co.
Peabody Co.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Sikes Co., Inc.
STURGIS POSTURE CHAIR CO.
Thonet Industries, Inc.
Toledo Metal Furniture Co.
U. S. Chaircraft Mfg. Corp.
WACO PRODUCTS, INC.
Worden Co.
Yawman and Erbe Mfg. Co

Furniture (School, Chair-Desk Combination)

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.

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- ★ Table & Chairs
- ★ Library Equipment
- ★ Vocational Furniture
- ★ Teacher's Desks
- ★ Chalkboards
- ★ Bulletin Boards
- ★ Aluminum Chalkboard Trim
- ★ Framed Blackboards
- ★ Blackboard Erasers
- ★ Window Shades
- ★ Darkening Shades
- ★ Darkening Channels
- ★ Misc. Classroom Equipment

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ROWLES
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Furniture (School, Chair-Desk Combination)

(Continued from page 167)

Brunswick-Balke-Collender Co.
General School Equipment Co.
GREGSON MFG. CO.
Griggs Equipment Co.
Heywood-Wakefield Co.
HIGH POINT BENDING & CHAIR CO.
Irwin Seating Co.
National School Equipment Co.
Peabody Co.
ROWLES, E. W. A., CO.
Royal Metal Mfg. Co.
Thonet Industries, Inc.

Furniture (School, Desks, Students')

Adirondack Chair Co.
American Seating Co.
Arlington Seating Co.
Beckley-Cardy Co.
BRADLEY, MILTON, CO.
Brunswick-Balke-Collender Co.
COLE STEEL EQUIPMENT CO., INC.
GREGSON MFG. CO.
Griggs Equipment Co.
JASPER TABLE CO., INC.
Krueger Metal Products Co.
National School Equipment Co.
Norcor Mfg. Co.
Peabody Co.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
ROWLES, E. W. A., CO.
Standard Furniture Co.
Thonet Industries, Inc.
Toledo Metal Furniture Co.

Furniture (School, Desks, Teachers')

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
Avalon Products, Inc.
BERGER MFG. DIVISION
Brunswick-Balke-Collender Co.
Durable Metal Products Co.
General Fireproofing Co.
Great Lakes Furniture Co.
HASKELL, INC.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER INDUSTRIES, INC.
Leopold Co.
Myrtle Desk Co.
National School Equipment Co.
PEERLESS STEEL EQUIPMENT CO.
RISHEL, J. K., FURNITURE CO.
Shaw-Walker Co.
Shelbyville Desk Co.
Standard Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.
Yawman and Erbe Mfg. Co.

Furniture (School, Desks, Typewriter)

American Seating Co.
BRADLEY, MILTON, CO.
GREGSON MFG. CO.
JASPER TABLE CO., INC.
Karl Mfg. Co.
P & W Cabinet Makers
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
Royal Metal Mfg. Co.
Standard Furniture Co.
Toledo Metal Furniture Co.
Worden Co.

Furniture (School, Tables)

Adirondack Chair Co.
ALL-LUMINUM PRODUCTS
American Seating Co.
Arlington Seating Co.
ART METAL CONSTRUCTION CO.
Avalon Products, Inc.
BERGER MFG. DIVISION
BRADLEY, MILTON, CO.
Brunswick-Balke-Collender Co.
Buckstaff Co.
Donie Chair and Mfg. Co., Inc.
Excellent Cabinet Works Co.
General Fireproofing Co.
GREGSON MFG. CO.
Griggs Equipment Co.
HASKELL, INC.
Ideal School Supply Co.
IMPERIAL DESK CO.
JASPER DESK CO.
JASPER TABLE CO., INC.
Leopold Co.
Myrtle Desk Co.
National School Equipment Co.
PEERLESS STEEL EQUIPMENT CO.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
ROWLES, E. W. A., CO.
Shaw-Walker Co.
STACOR EQUIPMENT CO.
Standard Furniture Co.
Thonet Industries, Inc.
Toledo Metal Furniture Co.
WACO PRODUCTS, INC.
Wells Furniture Mfg. Co.
Worden Co.
Yawman and Erbe Mfg. Co.

Furniture Repair Kits

General Cement Mfg. Co.

Gathering Machines

(See Collating Machines)

Gathering Racks

(See Racks, Gathering)

Gavels and Accessories

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Horn, W. C., Bro. & Co.
LIGNUM-VITAE PRODUCTS CORP.

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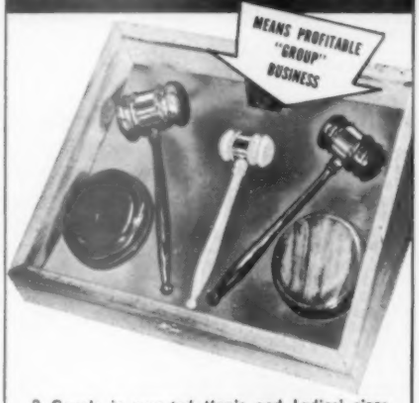

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Curtis-Young Corp.
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Fee & Stemwedel, Inc.
Gits Molding Corp.
Holliday, R. M., Co.
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Swift & Anderson, Inc.
Weil, J. H., & Co.

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Canton Glass Co., Inc.
Gabe Mfg. Corp.
I.D.L. MFG. & SALES CORP.
McKee Glass Co.
Rodefer Glass Co.
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.

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Atlas Tack Corp.
BASSICK CO.
Colson Corp.
Darnell Corp., Ltd.
FAULTLESS CASTER CORP.
Floorcraft Co.
Laurel Co.
MASTER MFG. CO.
NATIONAL LOCK CO.
Phoenix Caster Co., Inc.
Schacht Rubber Mfg. Co.
Sneath Glass Co.
Toledo Metal Furniture Co.

Glides and Tips (Furniture, Adjustable)

Adjustable Caster Co.
BASSICK CO.
Blake Industries (Automatic)
Colson Corp.
FAULTLESS CASTER CORP.
Illinois Lock Co.
Levelor Sales Corp.

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American Map Co.
Cram, George F., Co.
Nystrom, A. J., & Co.
Rand McNally & Co.
Replogle Globes, Inc.
Weber Costello Co.

Glue

(See Adhesives)

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Ackerman-Gould Co.
Franklin Mfg. Corp.
Hahn, Peter J., & Sons Co.
Monogram of California
Peerless Roll Leaf Co., Inc.
Post Electric Co., Inc.
Roberts, Cushman & Co.
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Simplex Gold Stamping Press Co.

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ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co., The
Embosograf Corp. of America
Franklin Mfg. Corp.
Gane Bros. & Lane, Inc.
Hahn, Peter J., & Sons Co.
Kingsley Stamping Machine Co.
Monogram of California
Numberall Stamp & Tool Co.
Oglesby Machine Co.
Olsen Mark Corp.
Peerless Roll Leaf Co., Inc.
Post Electric Co., Inc.
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Simplex Gold Stamping Press Co., Inc
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Gooseneck Lamps

(See Lamps, Gooseneck)

Graphic Chart Boards

(See Chart Boards, Graphic)

Graphic Chart Sheets

(See Forms, Graphic Chart)

Greeting Card Racks

(See Racks, Greeting Card)

Greeting Cards

American Greetings Corp.
Buzza-Cardozo, Inc.
Gerlach-Barklow Co.
Gibson Art Co.
Hall Bros., Inc.
Messenger Corp.
Norcross, Inc.
Rust Craft Publishers, Inc.
Stanley Greetings, Inc.
Stuart Greetings, Inc.
Volland, P. F., Co.
White & Wyckoff Mfg. Co. (Christmas)
Wiggins, John B., Co.

Guards (Desk Leg)

(See Bumpers and Guards, Furniture)

Guest Books

(See Books, Guest)

Guest Checks (Restaurant)

(See Forms, Guest Check, Restaurant)

Guides (Index)

(See Index Guides)

Guides (Lettering)

(See Lettering Guides)

Gummed Cloth (Eyelets and Patches)

BOORUM & PEASE CO.
Demco Library Supplies
DENNISON MFG. CO.
Graff, George B., Co.
Gummed Tape & Devices Co.
I.D.L. MFG. & SALES CORP.
MAY, J. L., CO., INC.
Pagell, Alfred H.
Reyburn Mfg. Co., Inc.
Smith, Charles C., Inc.
Universal Pad & Tablet Corp.
WARSHAW MFG. CO., INC.

Gummed Seals (Paper)

(See Seals, Paper, Gummed)

Gummed Tape (Mending)

(See Tape, Gummed, Mending)

Gummed Tape (Pressure-Sensitive)

(See Tape, Gummed, Pressure-Sensitive)

Gummed Tape (Sealing, Paper)

(See Tape, Gummed, Sealing, Plain)

Gummed Tape Sealing Machines

(See Dispensers, Gummed Tape, Sealing)

Gummed Tape Sealing Machines (Pressure-Sensitive)

(See Dispensers, Pressure-Sensitive Tape)

Hand Cleansing Cream

American Stencil Mfg. Co.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Carter's Ink Co.
Codo Mfg. Corp.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
DAVENPORT, A. C., & SON, INC.
Ditto, Inc.
Dr. Scat Chemical Co.
Duplicating Papers, Inc.
Du Prints, Inc.
DUPLICOPY CO.
Fawn Brands, Ltd.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.

Hand Cleansing Cream
(Continued from page 169)

Gel-Sten Supply Co., Inc.
Gies, Walter G., Co.
Graphic Duplicator Co.
Gregory Fount-O-Ink Co.
Harding, Milo, Co.
Hectographia Corp.
HEYER CORP.
Krayer Mfg. Co.
Magnus Chemical Co. (Powder)
Marr Duplicator Co., Inc.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Neidich Process Div.
Niagara Duplicator Co.
Packwood, G. H., Mfg. Co.
Phillips Process Co., Inc.
Polychrome Corp.
POTOMAC PRODUCTS CORP.
Pres-To-Line Corp. of America
Queen Ribbon & Carbon Co.
Rex-O-Graph, Inc.
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Speed-O-Print Corp.
Spiritform Co.
Standard Duplicating Machines Corp.
Technygraph Co.
Tru-Rite, Inc.
WEBSTER, F. S., CO.
Wolber Duplicator & Supply Co.

Handles (Parcel)
(See Package Handles)

Hangers (Coat, Aluminum)
Biltwell Products Co.
Glaro Machine Products Co., Inc.

Hangers (Coat, Plastic)
Plastic-Ware, Inc.
Superior Plastics, Inc.

Hangers (Coat, Wire)
Appliance Products Co.
Berkeley Industries
Hecht Fixture Co.
Judd, H. L., Co., Inc.

Hangers (Coat, Wood)
Belmar Mfg. Co.
Hincher Mfg. Co.
VOGEL-PETERSON CO.

Hangers and Hooks (Picture)
DENNISON MFG. CO.
Grammes, L. F., & Sons, Inc.
Hampden Mfg. Co., Inc.
MAY, J. L., CO., INC.
Moore Push-Pin Co.
Mounties, Inc.
Reyburn Mfg. Co., Inc.

Hanging Files
(See Files, Hanging)

Hanging Folders
(See Filing Folders, Hanging)

Hardware (Cabinet)
American Cabinet Hardware Corp.
Grammes, L. F., & Sons, Inc.
Grant Pulley & Hardware Co.
Greene, G. G., Mfg. Corp.
Judd, H. L., Co., Inc.
Liebman, A. L., & Son, Inc.
National Brass Co.
NATIONAL LOCK CO.
St. Louis Hardware Mfg. Co.
Weber-Knapp Co.

Hat and Coat Racks
(See Racks, Hat and Coat)

Hectograph Carbons
(See Carbon Paper, Hecto-Spirit)

Hectograph Ribbons
(See Ribbons, Hectograph)

Hectographs
(See Duplicators, Gelatin)

High Line Equipment
(See Files, High Line)

Holders (Badge, Convention, Etc.)
American Kleer-Vu Plastics, Inc.
Anderson & Sons, Inc.
Art Plastics Mfg. Co.
Artmor Plastics Corp.
Bastian Brothers Co.
Blank, Arthur, & Co., Inc.
COOKS', INC.
Dayton Stencil Works Co.
Green Duck Metal Stamping Co.
Guedon Co.
Identification Service Corp.
Irwin-Hodson Co.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
MEIER, JOSHUA, CO., INC.
Meyer & Wenthe, Inc.
Parisian Novelty Co.
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Plastic Service Co.
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Vita Specialties Co.
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wide variety of styles, colors and fabrics

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DISPLAY BINDERS

C-LINE

See our Desk Pad ad on page 88 and our Chair Cushion ad on page 85

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15 N. Jefferson St., Chicago 6, Ill.

Holders (Book, For Reading)
(See also Racks, Book)

Bookmaster Co.
Franklin Table Co.
LIT-NING PRODUCTS CO.
Lynch-Jamentz Co.
Mayer Mfg. Co.
Noka Mfg. Co.
Northfield Specialties Co.

Holders (Card, Transparent)
American Kleer-Vu Plastics, Inc.
Art Plastics Mfg. Co.
Blank, Arthur, & Co., Inc.
CEL-U-DEX CORP.
COOKS', INC.
FORBES PRODUCTS CORP.
Gits Molding Corp.
Guedon Co.
Handi-Hinge
Irwin-Hodson Co.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Landa Leather Products Co.
Major Services
Markilo
MEIER, JOSHUA, CO., INC.
Orthwine, Rudolf, Corp.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Robert Mfg. Co.
Royal Index Tab Co.
SMEAD MFG. CO., INC.
Troy Sunshade Co.
Vita Specialties Co.
Wendell-Northwestern, Inc.

Holders (Catalog)
(See Binders, Catalog, Counter Rack)

Holders (Check or Deposit Slip)
ABBOTT COIN COUNTER CO.
Baker Check Tray Co.
Currier Mfg. Co.
NU-CRAFT PRODUCTS CO.

Holders (Job Ticket)
American Kleer-Vu Plastics, Inc.
Art Plastics Mfg. Co.
Blank, Arthur, & Co.
CEL-U-DEX CORP.
CHICAGO DESK PAD CO., INC.
COOKS', INC.
FORBES PRODUCTS CORP.
Guedon Co.
Keep Klean Products Co., Inc.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Major Services
Markilo
MEIER, JOSHUA, CO., INC.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
SMEAD MFG. CO., INC.
Transparent Specialties Corp.
Vita Specialties Co.

Holders (Lead)
American Pencil Co.
Faber, Eberhard, Pencil Co.
Griffin Mfg. Co.
Koh-I-Noor Pencil Co., Inc.
Ozark Pen Mfg. & Repair Co.
STAEDTLER, J. S., INC.
Victorian Pencil Co.
Winslow Product Engineering Co.

Holders (Mail Bag)
Can-Pro Corp.
Commerical Controls Corp.
Howe Scale Co.
Mailers Equipment Co.

Holders (Memo Pad)
(See Memo Pads and Holders, Desk)

Holders (Pen)
(See Penholders)

Holders (Pen and Pencil)

(See Racks, Pen and Pencil)

Holders (Price Card)

(See also Label Holders, Shelf, Drawer)

Adams, S. G., Co.
Almac Plastics, Inc.
American Kleer-Vu Plastics, Inc.
CEL-U-DEX CORP.
Eureka Specialty Printing Co.
Gits Molding Corp.
Hampden Mfg. Co., Inc.
Hecht Fixture Co.
HEDGES MFG. CO.
Heller, W. C., & Co.
I.D.L. MFG. & SALES CORP.
Kimball, A., Co.
Liebman, A. L., & Son, Inc.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Orthwine, Rudolf, Corp.
Prym, William, Inc.
Reflector-Hardware Corp.
Timberlake, J. B., & Sons
Van Valkenburg, L. D., Co.
Vita Specialties Co.

Holders (Sheet, Aluminum)

BOORUM & PEASE CO.
Burkhardt Co.
ELBE FILE & BINDER CO., INC.
Loose Leaf House
Master-Craft Corp.
Metal Products Engineering, Inc.
National Blank Book Co.
Sheppard, C E., Co.
Stationers Loose Leaf Co.
Uarco Incorporated
WILSON JONES CO.

when you see a bold face listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

•

use the handy inquiry-cards for complete information from advertisers

Holders (Sheet, Canvas Covered)

BOORUM & PEASE CO.
Burkhardt Co.
ELBE FILE & BINDER CO., INC.
Federbush Co., Inc.
Free Hand Binder Co.
Grand Rapids Loose Leaf Binder Co.
I.D.L. MFG. & SALES CORP.
Loose Leaf House, The
Master-Craft Corp.
McBee Co.
McMillan Book Co.
National Blank Book Co.
Sheppard, C. E., Co.
Star Loose Leaf Co., Inc.
Stationers Loose Leaf Co.
Tenacity Mfg. Co.
WILSON JONES CO.

Holders (Telephone Receiver, Shoulder Type)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Chicago Specialties Mfg. Co.
MAYFAIR CO.
Morris, Bert M., Co.
REST-A-PHONE CO.
Reyam Plastic Products Co.
Superior Household Mfg. Co.

Holders (Tool)

Hobby Hill

Holiday Signs (Bank, Etc.)

(See Signs, Holiday, Bank, Etc.)

Home Savings Banks

(See Banks, Home Savings)

Honor Rolls (Bronze)

Acromark Co.
Anderson & Sons, Inc.
Clark, R. W., Mfg. Co.
Dayton Stencil Works Co.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
Matthews, James H., & Co.
Michaels Art Bronze Co., Inc.
Newman Bros., Inc.
STEWART, R. A., & CO., INC.
Pan American Bronze Co.
Stafford Mfg. Co., Inc.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Honor Rolls (Plastic)

Acromark Co.
International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
Stafford Mfg. Co., Inc.
U. S. Bronze Sign Co., Inc.

Honor Rolls (Wood)

International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
Regalia Mfg. Co.
Stafford Mfg. Co., Inc.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Hooks (Display)

(See Clips, Display)

Hooks (Filing)

(See Files, Hanging Hook)

Horizontal Sectional Files

(See Files, Sectional)

a consistent year around **PROFIT MAKER**

Rest-A-Phone
PAT'D.

WORLD'S OUTSTANDING TELEPHONE REST

clips on in 5 seconds

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Patented 3-point suspension balances Rest-A-Phone perfectly. Rest-A-Phone sits lightly yet firmly on your shoulder.

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No extra laundry bills! Rest-A-Phone will not mark your clothes. Long wearing grey ribbed rubber keeps Rest-A-Phone on your shoulder at the exact angle you place it.

FAVORABLE DEALER & JOBBER DISCOUNTS

Write today for complete information

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(See Registers, Hotel, Tourist Court)

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Carrier Corp.
Fresh'nd-Aire Co.
SAFEGUARD CORP.
Viking Air Conditioning Corp.
Walton Laboratories, Inc.

Humidors

American Binder Co.
BANOV-BERNSLEY & CO.
Charm Products Mfg. Corp.
Decatur Industries, Inc.
GIFT CRAFT LEATHER CO.
McDONALD PRODUCTS CORP.
Merchants Box Co.
Park Sherman Co.
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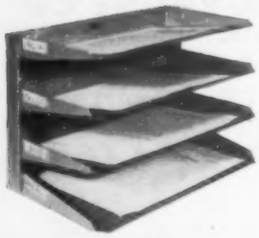

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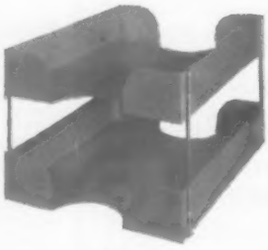

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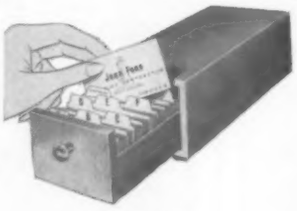

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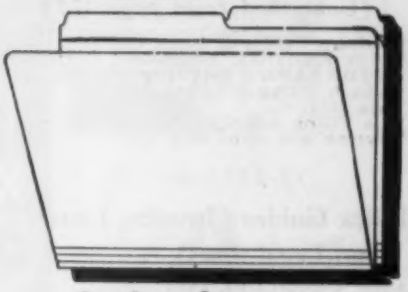

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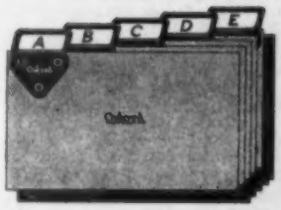

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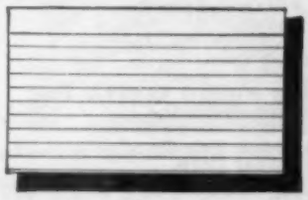

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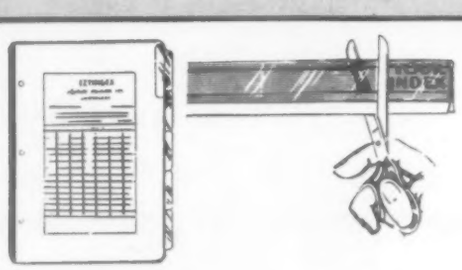

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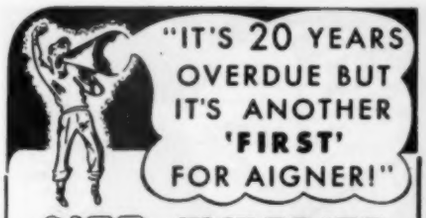

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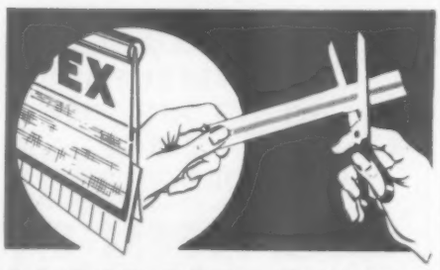

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Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co., Inc.
Frye Mfg. Co.
Gestetner Duplicator Corp.
Graphic Duplicator Co.
Harding, Milo, Co.
Hart Mfg. Co.
HEYER CORP.
INK SPECIALTIES CO., INC.
Key Ribbon & Carbon Co.
Manifold Supplies Co.
Marr Duplicator Co., Inc.
Miller-Bryant-Pierce
Mimeo Mfg. Co.
Mittag & Volger, Inc.
MULTISTAMP CO., INC.
Neidich Process Div.
Niagara Duplicator Co.
Peerless Ink Corp.
Pekas Duplicator Co.
Pengad Mfg. Co.
Polychrome Corp.
Post-O-Graf Mfg. Co.
POTOMAC PRODUCTS CORP.
Pres-To-Line Corp. of America
Print-O-Matic Co., Inc.
Queen Ribbon & Carbon Co., Inc.
Quest Mfg. Co.
Redigraph, Inc.
Remington Rand Inc.
Repeat-O-Type Stencil Mfg. Co.
Rex-Rotary Distributing Corp.
Ronnie Products, Inc.
Roosen, H. D., Co.
SHALLCROSS CO.
Sinclair & Valentine Co.
Smith, H. E., Co.
Smith-Corona Inc.
Specialty Ink Co., Inc.
Speed-O-Matic Co.
Speed-O-Print Corp.
Speedry Products, Inc.
Stafford, S. S., Inc.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT CO., INC.
WEBSTER, F. S., CO.

Inks (Fingerprint)

American Writing Ink Co., Inc.
BANKERS & MERCHANTS, INC.
Faurot, Inc.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Mittag & Volger, Inc.
Pannier Corp.
Phillips Process Co., Inc.

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Sinclair & Valentine Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Inks (Fountain Pen)

(See Inks, Writing)

Inks (Gold and Silver)

Carter's Ink Co.
CUSHMAN & DENISON MFG. CO.
Davids, Thaddeus, Ink Co., Inc. (Gold)
Dri-Flo Mfg. Co.
Favor, Ruhl & Co.
Floquil Products, Inc.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Meyer & Wenthe, Inc.
Morilla Co., Inc.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Ruxton Products, Inc.
Sanford Ink Co.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
STEWART, R. A., & CO., INC.

Inks (Hectograph)

American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Autocopy, Inc.
Beck Duplicator Co.
Carter's Ink Co.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Ditto, Inc.
DUPLICOPY CO.
Franklin Ribbon & Carbon Co., Inc.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.
INK SPECIALTIES CO., INC.
Key Ribbon & Carbon Co.
Levison & Blythe Mfg. Co.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Old Town Corporation
Phillips Ribbon & Carbon Co., Inc.
Pomeroy, I., Co.
Redigraph, Inc.
Sanford Ink Co.
Sinclair & Valentine Co.
Stafford, S. S., Inc.
Superior Marking Equipment Co.

Inks (Indelible)

American Writing Ink Co., Inc.
Applegate Chemical Co.
BANKERS & MERCHANTS, INC.
Botts Mfg. Co.
Carter's Ink Co.
Craftint Mfg. Co.
Davids, Thaddeus, Ink Co.
Davids, W. I., & Co.
Diamond Ink & Adhesives Co.
Dri-Flo Mfg. Co.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Krengel Mfg. Co., Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Mongol Chemical Co.
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford, S. S., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Inks (Marking)

Acromark Co.
AMERICAN SEAL & STAMP CO.
American Writing Ink Co., Inc.
Applegate Chemical Co.
BANKERS & MERCHANTS, INC.
Botts Mfg. Co.
Carter's Ink Co.
CUSHMAN & DENISON MFG. CO.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Dri-Flo Mfg. Co.
Eyer & Co.
Floquil Products, Inc.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Ideal Stencil Machine Co.
INK SPECIALTIES CO., INC.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Krengel Mfg. Co., Inc.
Lux Pen Co.
Mark King Corp.
MARKWELL MFG. CO., INC.
MARSH STENCIL MACHINE CO.
Marvel Products, Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Mongol Chemical Co.
Mutual Paper Co., Inc.
No-Mek Pen Products
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Robinson International Corp.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Time Saving Specialties
Volger Mfg. Co.

Inks (Numbering Machine)

American Numbering Machine Co.
AMERICAN SEAL & STAMP CO.
American Writing Ink Co., Inc.
Ameurope, Inc.
Autocopy, Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Botts Mfg. Co.
Carter's Ink Co.
Davids, W. I., & Co.

Diamond Ink & Adhesive Co.
Dri-Flo Mfg. Co.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Jet Mfg. Co., Inc.
Kirk Ink Co.
Krengel Mfg. Co., Inc.
Levison & Blythe Mfg. Co.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Mittag & Volger, Inc.
Phillips Process Co., Inc.
Pomeroy, L., Co.
Roberts Numbering Machine Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
Stafford, S. S., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Underwood, John, & Co.
Volger Mfg. Co.

Inks (Powdered and Tablet)

American Crayon Co.
American Writing Ink Co., Inc.
BRADLEY, MILTON, CO.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc. (Powdered)
Davids, W. I., & Co.
Levison & Blythe Mfg. Co.
Underwood, John, & Co.

Inks (Show Card)

(See Show Card Colors)

Inks (Stamp Pad)

American Writing Ink Co., Inc.
BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Botts Mfg. Co.
Cardinell Corp.
Carter's Ink Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Consolidated Stamp Mfg. Co., Inc.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Dri-Flo Mfg. Co.
Franklin Ribbon & Carbon Co., Inc.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Gregory Fount-O-Ink Co.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Kirk Ink Co.
Kodye, Inc.
Krengel Mfg. Co., Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Miller, C. H., Co.
Mittag & Volger, Inc.
Peerless Office Products Corp.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pomeroy, L., Co.
Ranger Products Co.
Rivet-O Mfg. Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford Mfg. Co., Inc.
Stafford, S. S., Inc.
Stationers Guild of America
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Thomas Mfg. Co.
Time Saving Specialties
Underwood, John, & Co.
Volger Mfg. Co.

Inks (White)

American Writing Ink Co., Inc.
Carter's Ink Co.
Craftint Mfg. Co.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Dri-Flo Mfg. Co.
Favor, Ruhl & Co.
Floquil Products, Inc.
FULTON MARKING EQUIPMENT CO.
Grumbacher, M., Inc.
Higgins Ink Co., Inc.
Jet Mfg. Co., Inc.
Johnston's "Snow White" Products
Keuffel & Esser Co.
Levison & Blythe Mfg. Co.
Olsen Mark Corp.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sinclair & Valentine Co.
Specialty Ink Co., Inc.
Speedry Products, Inc.
Stafford, S. S., Inc.
Superior Marking Equipment Co.
Time Saving Specialties

Inks (Writing)

American Crayon Co.
American Writing Ink Co., Inc.
Carter's Ink Co.
Crescent Products Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Diamond Ink & Adhesive Co.
Gregory Fount-O-Ink Co.
Higgins Ink Co., Inc.
Kirk Ink Co.
Kodye, Inc.
Levison & Blythe Mfg. Co.
Marvel Products, Inc.
Mongol Chemical Co.
Morris, Bert M., Co.
Parker Pen Co.
Pomeroy, L., Co.
Ruxton Products, Inc.
Sanford Ink Co.
Scriptex Products Co., Inc.
Sheaffer, W. A., Pen Co.
Stafford, S. S., Inc.
Stationers Guild of America
Underwood, John, & Co.
Waterman Pen Co., Inc.

Inkstands and Inkwells

BAINBRIDGE, KIMPTON & HAUPT, INC.
Carter's Ink Co.
DEFIANCE CALENDAR & STATIONERY CORP.
Gregory Fount-O-Ink Co.
Hamilton Industries, Inc.
Hammett, J. L., Co.
I.D.L. MFG. & SALES CORP.
Morris, Bert M., Co.
Preferred Products Co.
SAINBERG & CO., INC.
Sanford Ink Co.
SENGBUSCH SELF-CLOSING INKSTAND CO.
Sheaffer, W. A., Pen Co.
Sneath Glass Co.
Squires Inkwell Co.
Sterling Plastics Co.
Weeks, Frank A., Mfg. Co.

Inserting Machines (Mail)

Inserting & Mailing Machine Co.
Pitney-Bowes, Inc.

Inserts (File Guide, Folder)

AMBERG FILE & INDEX CO.
BARKLEY, C. L., & CO.
Ennis Tag & Salesbook Co.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
OXFORD FILING SUPPLY CO.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Weis Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Insurance Cases

(See Cases, Insurance)

Insurance Records

(See Forms, Insurance Record)

Intercommunication Systems

Bell Sound Systems, Inc.
Bogen, David, Co., Inc.
Connecticut Telephone & Electric Corp.
Couch, S. H., Co., Inc.
Dictograph Products, Inc.
Dukane Corp.
Executone, Inc.
Inter-Communication System of America
International Business Machines Corp.
Kellogg Switchboard & Supply Co.
National Inter-Communicating Systems
Radio Corporation of America
Rauland Corp.
Simpson, Mark, Mfg. Co., Inc.
Smith, Wm. M., Co.
Talk-A-Phone Co.
TelAutograph Corp.
Vocaline Co. of America, Inc.
Webster Electric Co.

Interest Tables

(See Calculating Charts and Tables, Interest)

Inventory Sheets

(See Forms, Inventory Sheets)

Janitors' Supplies

American Standard Mfg. Co.
Crescent Products Co.
FRANKLIN METAL PRODUCTS CO.
Hertzberg, H., & Son, Inc.
Hild Floor Machine Co.
Hoag-Farmer Mfg. Co.
Holcomb, J. L., Mfg. Co.
Howard Dustless Duster Co.
Huntington Laboratories, Inc.
Lewyt Corp.
Mackwin Co.
Magic Circle Mfg. Corp.
Milwaukee Dustless Brush Co.
Packwood, G. H., Mfg. Co.
Patent Novelty Co.
Pioneer Mfg. Co.
Robertson, Theo. B., Products Co., Inc.
Scott Paper Co.

Job Ticket Holders

(See Holders, Job Ticket)

Joggers

(See Paper Joggers)

Jury Wheels

Douglas Mfg. Corp.

Justifiers (Margin)

(See Typewriter Margin Justifiers)

Key Cabinets

(See Cabinets, Key)

Key Cases and Rings

Ameron Wallet & Leather Novelty Co.
Amity Leather Products Co.
Artmor Plastics Corp.
Autopoint Co.
Buxton, Inc.
Charm Products Mfg. Corp.
Columbia Walescraft, Ltd.
CUSHMAN & DENISON MFG. CO.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Enger-Kress Co.
GIFT CRAFT LEATHER CO.
Gits Molding Corp.
Grammes, L. F., & Sons, Inc.
I.D.L. MFG. & SALES CORP.
Ketcham & McDougall, Inc.
Knickerbocker Leather & Novelty Co., Inc.
Landa Leather Products Co.
MAY, J. L., CO., INC.
Robinson Reminders
Rumpp, C. F., & Sons
Shank Leather Goods Co.
Skinner & Kennedy Co.
Springfield Leather Products Co.
Standard Leather Products, Inc.
Stationers Specialty Corp.
Stein Bros. Mfg. Co., Inc.
U. S. Luggage & Leather Goods Co.
Whitehead & Hoag Co., The
Wilson Mfg. Co., Inc.
Winfield Mfg. Co.

Key Punch Desks

(See Desks, Key Punch)

Key Punch Machines

International Business Machines Corp.
Remington Rand Inc.
Samas Punched Card Div.

Key Tags

(See Tags, Key)

Knives (Office)

Case, W. R., & Son
Craftint Mfg. Co.
Flash Box Opener Co., Inc.
Gits Molding Corp.
Griffin Mfg. Co.
SMITH METAL ARTS CO., INC.
Superior Plastics, Inc.
Thompson Tool & Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
X-acto, Inc.

Knives (Pocket)

Autopoint Co.
Gits Molding Corp.
Sanders Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Knives (Razor)

Gits Molding Corp.
Griffin Mfg. Co.
KENWORTH MFG. CO.
Thompson Tool & Mfg. Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.

Label Holders (Binder)

(See Markers, Binder)

Label Holders (Shelf, Drawer, Metal)

Adams, S. G., Co.
BERGER MFG. DIVISION
CHICAGO CARD HOLDER CO.
Equipto Div., Aurora Equipment Co.
File-Aid Sales
Grammes, L. F., & Sons, Inc.
Hampden Mfg. Co., Inc.
Liebman, A. L., & Son, Inc.
National Brass Co.
NATIONAL LOCK CO.
Orthwine, Rudolf, Corp.
Regina Metal Products Corp.
Stafford Mfg. Co., Inc.
Stansteel Corp.
Top Flight Products Co., Inc.
Yawman and Erbe Mfg. Co.

Label Holders (Shelf, Drawer, Plastic)

AIGNER INDEX CO.
CEL-U-DEX CORP.
Kirk Plastic Co.
Liebman, A. L., & Son, Inc.
NATIONAL LOCK CO.
Stafford Mfg. Co., Inc.

Label Holders (Typewriter)

Ames Supply Co.
Roll-A-Matic Label Co., Inc.
Shipman-Ward Mfg. Co.
UNDERWOOD CORP.

Label Pasting Machines

Derby Sealers, Inc.
Diagraph-Bradley Industries, Inc.
Glue-Fast Equipment Co., Inc.
King Sales & Engineering Co.
Potdevin Machine Co.
Wing's, Chauncey, Sons

Labels (Addressing)

Atlas Tag Co.
Avery Adhesive Label Corp.

In Constant Demand
LONG-LASTING METAL
LABEL & CARD HOLDERS

For shelf, bin, box, bench, drawer, locker and file identification.

EASY PROFITABLE SALES

COMPLETE RANGE OF STANDARD & SPECIAL SIZES & SHAPES

IMMEDIATE DELIVERY

Write today for FREE Samples and Prices

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AIGO PLASTIC LABEL HOLDERS

Easy to sell because they're easy to attach.

For labels on bins, shelves, cabinets, counters, showcases, etc. Attach with cement, tacks, staples, screws. 10 fireproof plastic holders to a package complete with perforated paper inserts and cellulose acetate faces ready to slide into place. Standard widths: ½", ¾", 1" & 1½" by 2", 3", 4" & 5" lengths; specials to order.

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WOrth 4-1762

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Bison Research Service
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co.
Grand Rapids Label Co.
Hall, J. C., Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
Milwaukee Label & Seal Co.
Nashua Package Sealing Div.
National Tag & Label Corp.
Reyburn Mfg. Co., Inc.
St. Louis Sticker Co.
Saxon Paper Corp.
Shuman, Frank G., Co.
Transkrit Corp. (Carbonized)
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Air Mail)

Archer Label Co.
Art-Emboss-Print Co.
Atlas Tag Co.
Avery Adhesive Label Corp.
Bartlett Label Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Lambooy Label & Wrapper Co.
Lowell Specialties Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
Milwaukee Label & Seal Co.
Nashua Package Sealing Div.
National Tag & Label Corp.
Reyburn Mfg. Co., Inc.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Salsbury Corp.
Tape Mark Co.
Topflight Tape Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Collection)

Bartlett Label Co.
Ever Ready Label Corp.
Fenton Label Co.
Grayarc Co.
Kalamazoo Label Co.
Lambooy Label & Wrapper Co.
Merchants Industries, Inc.
Nashua Package Sealing Div.
St. Louis Sticker Co.
Strickler, Carl E., & Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Decalcomania)

Atlas Tag Co.
Continental Decalcomania Co.
Duro Decal Co., Inc.
Ever Ready Label Corp.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.
St. Louis Sticker Co.

Labels (Embossed)

Atlas Tag Co.
Avery Adhesive Label Corp.
Bartlett Label Co.
Ever Ready Label Corp.
Grand Rapids Label Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
St. Louis Sticker Co.
Tablet & Ticket Co.
Unique Printed Products Co.
WILSON JONES CO.

Labels (File Folder)

AMBERG FILE & INDEX CO.
Avery Adhesive Label Corp.
BARKLEY, C. L., & CO.
DACO CARD & INDEX CO.
DENNISON MFG. CO.
Dunleavy Co.
Ennis Tag & Salesbook Co.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Filing Equipment Bureau, Inc.
Frontier Sales Co.
Globe-Wernicke Co.
GRAND FILING SUPPLY CO.
GUIDE SYSTEM & SUPPLY CO.
Imperial Methods Co.
Keystone Envelope Co.
King Filing Supply Co.
MAY, J. L., CO., INC.
National Fiberstok Envelope Co.

Labels (File Folder)

(Continued from page 179)

OXFORD FILING SUPPLY CO.
Pagell, Alfred H.
Reyburn Mfg. Co., Inc.
Salisbury Mfg. Co.
Saxon Paper Corp.
Sell Corp.
Shaw-Walker Co.
SMEAD MFG. CO., INC.
Southern Folder & Index Co., Inc.
Stationers Guild of America
VICTOR SAFE & EQUIPMENT CO., INC.
Wabash Filing Supplies, Inc.
WARSHAW MFG. CO., INC.
Weis Mfg. Co.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Labels (Gummed, Roll)

Atlas Tag Co.
Bartlett Label Co.
Calvert Lithographing Co.
Dancyger Mfg. Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Gaylord Bros.
Grayarc Co.
Gum Products Press, Inc.
International Ticket Co.
Kalamazoo Label Co.
Kirby-Cogeshall-Steinau Co.
Lambooy Label & Wrapper Co.
Lowell Specialties Co.
Majestic Stationery Co.
Mason Box Co.
MAY, J. L., CO., INC.
Nashua Package Sealing Div.
National Tag & Label Corp.
Package Ad & Sealer Co.
Pagell, Alfred H.
Reyburn Mfg. Co., Inc.
Rittenhouse Paper Co.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Salsbury Corp.
Saxon Paper Corp.
Shuman, Frank G., Co.
Tablet & Ticket Co.
Topflight Tape Co.
Unique Printed Products Co.

Labels (Identification, Metal)

(See Name Plates, Product Identification)

Labels (Metallic Foil)

Avery Adhesive Label Corp.
Bartlett Label Co.
DENNISON MFG. CO.
Ever Ready Label Corp.
Grammes, L. F., & Sons, Inc.
Grand Rapids Label Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
Reyburn Mfg. Co., Inc.
St. Louis Sticker Co.
Tablet & Ticket Co.
Tape Mark Co.
Unique Printed Products Co.
Wheeler-Van Label Co.

Labels (Pressure-Sensitive)

Archer Label Co.
Atlas Tag Co.
Avery Adhesive Label Corp.
Bro-Dart Industries
CEL-U-DEX CORP.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Grand Rapids Label Co.
Kimball, A., Co.
Kittredge, R. J., & Co.
Labelon Tape Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
National Tag & Label Corp.
Pagell, Alfred H.
Reyburn Mfg. Co., Inc.
St. Louis Sticker Co.
Tablet & Ticket Co.
Tape Mark Co.
Topflight Tape Co.
Unique Printed Products Co.
Wendell-Northwestern, Inc.
Wheeler-Van Label Co.

Ladders (Library, Store and Vault)

Aluminum Ladder Co.
Angle Steel, Inc.
Ballymore Co.
COTTERMAN, I. D.
Cramer Posture Chair Co., Inc.
Heller, W. C., & Co.
Herring-Hall-Marvin Safe Co.
Milbradt Mfg. Co.

COTTERMAN
ROLLING STORE LADDERS

Made from hardwood—Oak or Birch.
Side Type — With steel track to mount on your shelving or filing cabinets.
Ceiling Type — With steel track for mounting on ceiling.
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FOR FILING ROOMS, STOCK ROOMS, VAULTS

Strong—Light—Easy to move — Easy to climb.
Made from 1" diameter round furniture tubing with expanded metal steps and all joints welded. Mounted on swivel brake casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling.
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Higher ladders on special order.
Made in 3 widths—18", 20" and 26".

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Flexo International Corp.
Fostoria Pressed Steel Corp.
GENERAL LAMPS MFG. CORP.
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Lightolier, Inc.
Marks Mfg. Co.
MAYFAIR CO.
Midwest Naturlite Co.
SMO-KING PRODUCTS, INC.
Swivelier Co., Inc.
White, O. C., Co.

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Colonial-Premier Co.
Dazor Mfg. Co.
Doehler Metal Furniture Co., Inc.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
GENERAL LAMPS MFG. CORP.
Gibraltar Mfg. Co., Inc.
Herco Art Mfg. Co.
Lightolier, Inc.
Marks Mfg. Co.
Midwest Naturlite Co.
SMO-KING PRODUCTS, INC.
Versen, Kurt, Lamps, Inc.
White, O. C., Co.

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Art Specialty Co.
Artistic Lamp Mfg. Co., Inc.
BAINBRIDGE, KIMPTON & HAUPT. INC.
Colonial-Premier Co.
Dazor Mfg. Co.
Eagle Electric Mfg. Co., Inc.
Emeralite Co., Inc.
Faries Div., General Lamps Mfg. Corp.
Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
Fostoria Pressed Steel Corp.
Geller, J. R., Co.
GENERAL LAMPS MFG. CORP.
Globe Lighting Products Co.
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Lake Specialty Co.
Lightolier, Inc.
M. & N. Fluorescent Co.
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retails at —
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brown or grey, including tube

The wonderful new *Catalina* desk lamp is totally unlike any on the market...the only one designed for lighting modern work-across executive desks. Also perfect for stenos and receptionists. Adjusts to dozens of practical positions.

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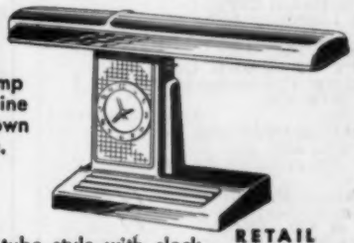
DIRECTOR

Fluorescent metal desk lamp 10" high, 20" wide. Genuine Sessions electric clock. Brown or grey, gold finished trim. Underwriters' approved. Weight, 9 lbs.



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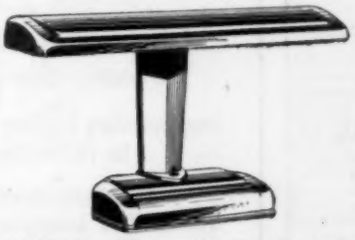

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Marks Mfg. Co.
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White, O. C., Co.

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Flexo International Corp.
Fluorescent Lighting Laboratories, Inc.
Geller, J. R., Co.
GENERAL LAMPS MFG. CORP.
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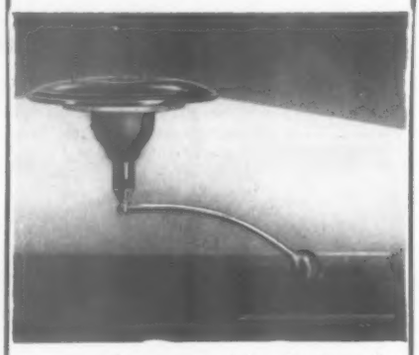

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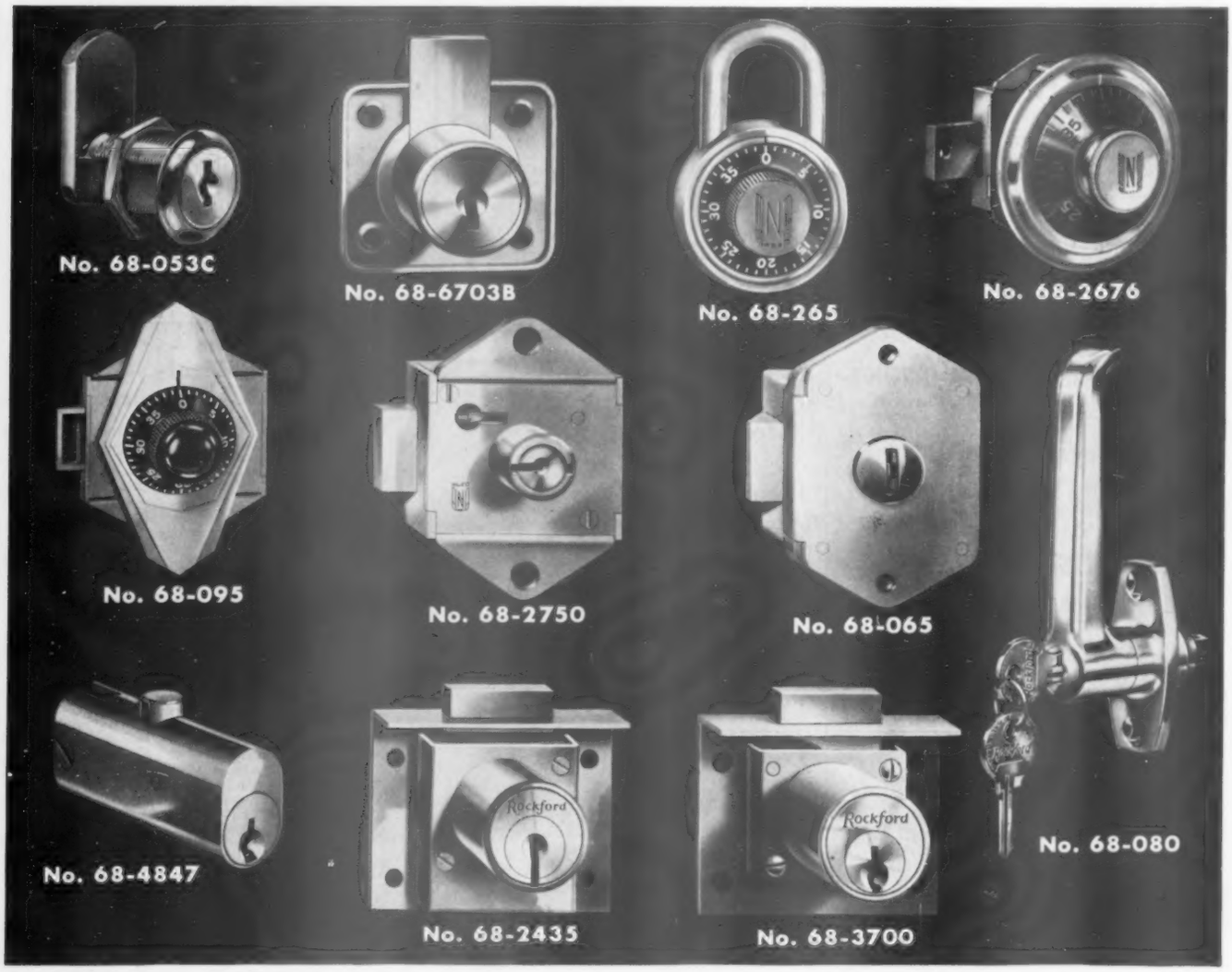

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(Continued from page 183)

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(See Forms, Loose Leaf)

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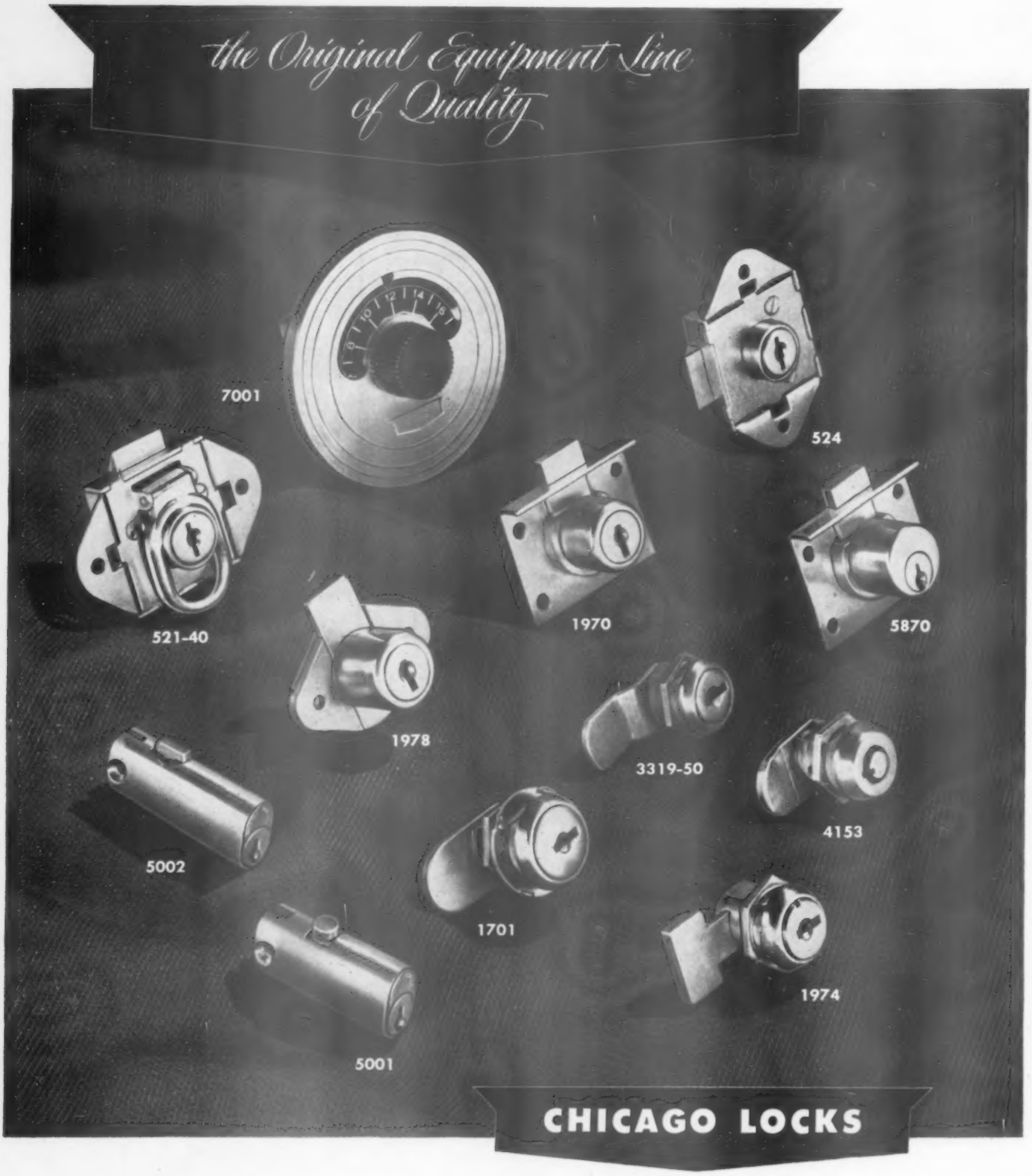
Luggage Tags

(See Tags, Luggage)

◄ SEE PAGES 4 TO 20 FOR ADDRESSES; PAGES 247 TO 278 FOR TRADE NAMES ►



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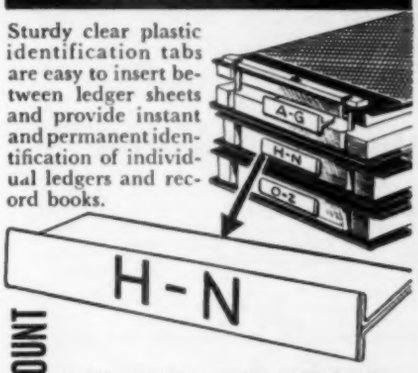

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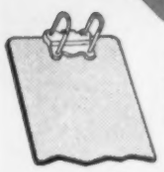

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(See Desk Pads)

Pads (Finger, Rubber)

Blaisdell Pencil Co.
Chardon Rubber Co.
Cole, M. T., Co.
Davol Rubber Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Hodgman Rubber Co.
Melind, Louis, Co.
Miller Products Co., Inc.
Molded Rubber Co.
SPEED PRODUCTS CO., INC.
Sun Rubber Co.

when you see a

bold face

listing...

it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

use the handy **inquiry-cards** for complete information from advertisers

Pads (Legal)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Ersco
Greg Sales Co., Inc.
Hyman, L., & Sons
MOHAWK TABLET CO.
National Blank Book Co.
Osborn Paper Co.
Processed Papers
ROCKWELL-BARNES CO.
RUBIN'S CORP.
Saxon Paper Corp.
Stationers Guild of America
Universal Pad & Tablet Corp.
Vernon, S. E. & M., Inc.
WILSON JONES CO.
Yerg, Inc.

Pads (Memo Desk)

(See Memo Pads and Holders, Desk)

Pads (Memo Rotary)

(See Memo Pads, Desk, Roll-Type)

Pads (Rubber Stamp, Bank or Post Office)

BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Carter's Ink Co.
Consolidated Stamp Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Matthews, James H., & Co.
Phillips Process Co., Inc.
Rivet-O Mfg. Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

for ruled legal pads see

MOHAWK
TABLET COMPANY
1703-19 EAST END AVE.
CHICAGO HEIGHTS, ILLINOIS

Pads (Rubber Stamp, Felt)

BANKERS & MERCHANTS, INC.
Bates Mfg. Co.
Carter's Ink Co.
Champion, Iden Charles, Co.
Consolidated Stamp Mfg. Co., Inc.
Dri-Flo Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Irwin-Hodson Co.
Jet Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Peerless Office Products Corp.
Ranger Products Co.
Smith, R. H., Mfg. Co.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Pads (Rubber Stamp, Fingerprint)

BANKERS & MERCHANTS, INC.
Faurot, Inc.
FULTON MARKING EQUIPMENT CO.
Melind, Louis, Co.
Phillips Process Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Pads (Rubber Stamp, Foam Rubber)

BANKERS & MERCHANTS, INC.
Carter's Ink Co.
FULTON MARKING EQUIPMENT CO.
Sanford Ink Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Volger Mfg. Co.

Pads (Rubber Stamp, Sponge Rubber)

BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co.

A TYPEWRITER SILENCER

THAT SHOUTS SALES

KIL-KLATTER

America's Fastest Selling Typewriter Pad!

• Made of nationally-known resilient OZITE ALL-HAIR Felt, KIL-KLATTER absorbs typing shock and noise. Dent-proof top scientifically treated to prevent machine legs from digging in. Skid-proof bottom keeps machine from sliding off desks or tables. Fits all typewriters and many other office machines. A big market for you to sell with KIL-KLATTER typewriter pads.

SMARTLY PACKAGED FOR COUNTER DISPLAY

Size 11 x 13 inches fits all typewriters and most calculators and adding machines

KIL-KLATTER
THE SCIENTIFIC TYPEWRITER PAD

(Dealers: attach this coupon to your letterhead)

AMERICAN HAIR & FELT COMPANY
Dept. W9, Merchandise Mart, Chicago 54, Ill.

( ) Send 3 doz. KIL-KLATTER Typewriter Pads individually boxed with free card and enclosures for $21.60 f.o.b. Newark, N. J. Our check is enclosed (In U. S A. only)

( ) Send illustrations of available newspaper mats and catalog cuts.

Firm Name ..... Address.....

City ..... Zone.... State.....

Force, Wm. A., & Co.
Matthews, James H., & Co.
Peerless Office Products Corp.
Rivet-O Mfg. Co.
Stationers Guild of America
STEWART, R. A., & CO., INC.
Thomas Mfg. Co.

Pads (Rubber Stamp, Wood)

BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co.
FULTON MARKING EQUIPMENT CO.
Matthews, James H., & Co.
Phillips Process Co., Inc.
STEWART, R. A., & CO., INC.

Pads (Scratch)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Bradner Smith & Co.
Bristol Paper Products, Inc.
Central Tablet Mfg. Co.
Dahlke Staty. & Mfg. Co.
Eastern Tablet Corp.
Ennis Tag & Salesbook Co.
Elam-Elkhart Staty. Co.
Ersco
Eureka Blank Book Co.
FAY PAPER PRODUCTS, INC.
General Manifold & Ptg. Co.
GRAND FILING SUPPLY CO.
Grand Rapids Loose Leaf Binder Co.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
HEDGES MFG. CO.
Highland Mfg. Co.
Hyman, L., & Sons.
Johns, W. A., Paper Co.
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
MOHAWK TABLET CO.
Osborn Paper Co.
Processed Papers
Reynolds & Reynolds Co.
Rittenhouse Paper Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Shelby Salesbook Co.
Sheppard, C. E., Co.
Stationers Guild of America
Universal Pad & Tablet Corp.
Wansco Paper Products Co., Inc.
Western Tablet & Staty. Co.
Winnebago Paper Co., Inc.
Yerg, Inc.

Pads (Telephone Base, Rubber)

Dr. Scat Chemical Co.
Peerless-Imperial Co., Inc.

Pads (Telephone Call)

Accurate Sales Book Co.
ADVANCO PRODUCTS
Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
BOORUM & PEASE CO.
Ennis Tag & Salesbook Co.
Ersco
Hyman, L., & Sons
Merchants Industries, Inc.
Osborn Paper Co.
Reynolds & Reynolds Co.
RUBIN'S CORP.
"Tops" Business Forms
Universal Pad & Tablet Corp.

Pads (Typewriter, Cork)

Fox, George E., & Co.
ROWLES, E. W. A., CO.

Pads (Typewriter, Felt)

AMERICAN HAIR & FELT CO.
Ames Supply Co.
Business Machine Products, Inc.
Continental Felt Co.
Fox, George E., & Co.
Nielson Supply Co.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Remington Rand Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.

Pads (Typewriter, Rubber)

Abco Plastic and Supply Co.
Ace Lite-Step Co.

for scratch pads see

MOHAWK
TABLET COMPANY
1703-19 EAST END AVE.
CHICAGO HEIGHTS, ILLINOIS

American Floor Products Co.
American Latex Products Corp.
Ames Supply Co.
Andrews-Alderfer Co., Foam Div.
Bickett, L. M., Co.
BUD TYPE CLEANER CO.
Business Machine Products, Inc.
Cramer Posture Chair Co., Inc.
Dr. Scat Chemical Co.
Flexi-Mat Corp.
I.D.L. MFG. & SALES CORP.
Keep Klean Products Co., Inc.
Peerless-Imperial Co., Inc.
PERFECT RUBBER SEAT CUSHION CO.
Regal Typewriter Co., Inc.
Reliable Textile Co.
Remington Rand Inc.
Ritchie, W. H., Co.
Rogers, W. T., Co.
Royal Typewriter Co., Inc.
SAFEGUARD CORP.
Shipman-Ward Mfg. Co.
Spaide, Al
Sponge Rubber Products Co.
Style-Crafters, Inc.
Sun Rubber Co.
Textile Products Co.
Typewriter Equipment Co., Inc.
UNDERWOOD CORP.

Pamphlet Cases

(See Cases, Pamphlet)

Paper (Adding Machine)

(See Rolls, Paper, Adding Machine)

Paper (Air Mail)

Affleck Stationery Co.
American Writing Paper Corp.
Brown, L. L., Paper Co.
Crocker-McElwain Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Esleeck Mfg. Co.
Hammermill Paper Co.
Hyman, L., & Sons
Lafayette Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
Processed Papers
Roaring Spring Blank Book Co.
Saxon Paper Corp.
Southworth Co.
Strathmore Paper Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.

Paper (Blotting)

AMERICAN PAD & PAPER CO.
Bradner Smith & Co.
Commercial Paper Co.
FAY PAPER PRODUCTS, INC.
Hano Paper Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Parker, Joseph, & Son Co.
Processed Papers
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Standard Paper Mfg. Co.
Wansco Paper Products Co., Inc.
Wrenn Paper Co.

Paper (Bond)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Badger Paper Mills, Inc.
Bradner Smith & Co.
Brown, L. L., Paper Co.
Brownville Paper Co.
Champion Paper & Fibre Co.
Crane & Co., Inc.
Crocker-McElwain Co.
Eastern Corp.
EATON PAPER CORP.
Esleeck Mfg. Co. (Thin)
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hampshire Paper Co., Inc.
Highland Mfg. Co.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Michigan Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
MOHAWK TABLET CO.
Neenah Paper Co.
Nekoosa-Edwards Paper Co.
Paper Converters, Inc.
Parsons Paper Co.
Port Huron Sulphite & Paper Co.
Processed Papers
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Strathmore Paper Co.
Universal Pad & Tablet Corp.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Whiting-Plover Paper Co.
Winnebago Paper Co., Inc.

Paper (Carbon)

(See Carbon Paper)

Paper (Drawing)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Bainbridge's, Chas. T., Sons
Champion Paper & Fibre Co.
Clearprint Paper Co.
Craftint Mfg. Co.
Eastern Tablet Corp.
Elliott, B. K., Co.
Favor, Ruhl & Co., Inc.
Greg Sales Co., Inc.
Hyman, L., & Sons
Keuffel & Esser Co.
Kurtz Bros.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
MOHAWK TABLET CO.
Morilla Co., Inc.
Nobema Products Corp.
Port Huron Sulphite & Paper Co.
Post, Frederick, Co.
Processed Papers
Roaring Spring Blank Book Co.
Saxon Paper Corp.
Strathmore Paper Co.
Wansco Paper Products Co., Inc.
Weber, F., Co.
Weil, J. H., & Co.
Winnebago Paper Co., Inc.

Paper (Duplicator, Mimeo)

Acme Stencil Co.
Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
ASSOCIATED STATIONERS SUPPLY CO.
Autocopy, Inc.
Badger Paper Mills, Inc.
Bare, D. M., Paper Co.
Beck Duplicator Co.
Bison Research Service.
Bradner Smith & Co.
Cellulose & Paper Converting Co.
Central Tablet Mfg. Co.
Champion Paper & Fibre Co.
Commercial Paper Co.
Copy Papers Sales & Service Agency, Inc.
Crown Zellerbach Corp.
Dick, A. B., Co.
Du Prints, Inc.
Duplicating Papers, Inc.
Duplicator Paper Co.
Eastern Corp.
Eastern Tablet Corp.
EATON PAPER CORP.
FAY PAPER PRODUCTS, INC.
Gestetner Duplicator Corp.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hano Paper Co., Inc.
HEYER CORP.
Howard Paper Co.
Hyman, L., & Sons
Kalamazoo Paper Co.
Kurtz Bros.
Marr Duplicator Co., Inc.
Marvin Envelope & Paper Co.
Mead Sales Co., Inc.
Michigan Paper Co.
Millar, Geo. W., & Co., Inc.
MOHAWK TABLET CO.
Nekoosa-Edwards Paper Co., Inc.
Paper Converters, Inc.
Processed Papers
Remington Rand Inc.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Ronnie Products, Inc.
Saxon Paper Corp.
Speed-O-Print Corp.
Standard Paper Mfg. Co.
Stationers Guild of America
Tru-Rite, Inc.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Winnebago Paper Co., Inc.

Paper (Duplicator, Spirit and Gelatin)

Affleck Stationery Co.
American Manifold Products Corp.
American Photocopy Equipment Co.
Appleton Coated Paper Co.
ASSOCIATED STATIONERS SUPPLY CO.
Autocopy, Inc.
Badger Paper Mills, Inc.
Beck Duplicator Co.
Bradner Smith & Co.
Central Tablet Mfg. Co.
Clinton Paper Co., Inc.
Copy Papers Sales & Service Agency, Inc.
Copy-Plus, Inc.
Dick, A. B., Co.
Ditto, Inc.
Du Prints, Inc.
Duplicating Papers, Inc.
DUPLICOPY CO.
FAY PAPER PRODUCTS, INC.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hectographia Corp.
HEYER CORP.
Hyman, L., & Sons
Kurtz Bros.
Marvin Envelope & Paper Co.
Mead Sales Co., Inc.
Michigan Paper Co.
MOHAWK TABLET CO.
Old Town Corporation
Paper Converters, Inc.
Processed Papers
Remington Rand Inc.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Smith-Corona Inc.
Speed-O-Print Corp.
Standard Duplicating Machines Corp.
Tru-Rite, Inc.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting Paper Co.
Winnebago Paper Co., Inc.
Wolber Duplicator & Supply Co.

Paper (Manifold)

(See Paper, Onionskin)

for duplicator papers see

MOHAWK
TABLET COMPANY
1703-19 EAST END AVE.
CHICAGO HEIGHTS, ILLINOIS

Paper (Onionskin)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Ancram Paper Mills, The
ASSOCIATED STATIONERS SUPPLY CO.
Brown, L. L., Paper Co.
Bradner Smith & Co.
Cellulose & Paper Converting Co.
Commercial Paper Co.
EATON PAPER CORP.
Esleeck Mfg. Co.
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Hano Paper Co., Inc.
Hyman, L. & Sons
Lafayette Co., Inc.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Michigan Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
Neenah Paper Co.
Paper Converters, Inc.
Port Huron Sulphite & Paper Co.
Processed Papers
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Valley Paper Co.
Wansco Paper Products Co., Inc.
Whiting Paper Co.
Whiting-Plover Paper Co.

Paper (Second Sheets)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Ancram Paper Mills, The
ASSOCIATED STATIONERS SUPPLY CO.
Badger Paper Mills, Inc.
Blair, J. C., Co.
Bradner Smith & Co.
Brownville Paper Co.
Cellulose & Paper Converting Co., Inc.
Central Tablet Mfg. Co.
Dunn Sulphite Paper Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Ennis Tag & Salesbook Co.
Esleeck Mfg. Co.
FAY PAPER PRODUCTS, INC.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hano Paper Co., Inc.
Hyman, L., & Sons.
Johns, W. A., Paper Co.
Kurtz Bros.
Lafayette Co., Inc.
Lakeside Central Co.
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
MOHAWK TABLET CO.
Osborn Paper Co.
Paper Converters, Inc.
Port Huron Sulphite & Paper Co.
Processed Papers
Rittenhouse Paper Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southworth Co.
Wansco Paper Products Co., Inc.
Western Tablet & Staty. Corp.
Winnebago Paper Co., Inc.

Paper (Tracing)

Affleck Stationery Co.
American Writing Paper Corp.
AMERICAN PAD & PAPER CO.
Brown, L. L., Paper Co.
Cardinell Corp.
Clearprint Paper Co.
Craftint Mfg. Co.
Dietzgen, Eugene, Co.
Eastern Tablet Corp.
Elliott, B. K., Co.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Millers Falls Paper Co.
Morilla Co., Inc.
Nobema Products Corp.
Processed Papers
Saxon Paper Corp.
Speidel, Charles W., & Co.
Valley Paper Co.
Weil, J. H., & Co.

when you see a bold face listing...

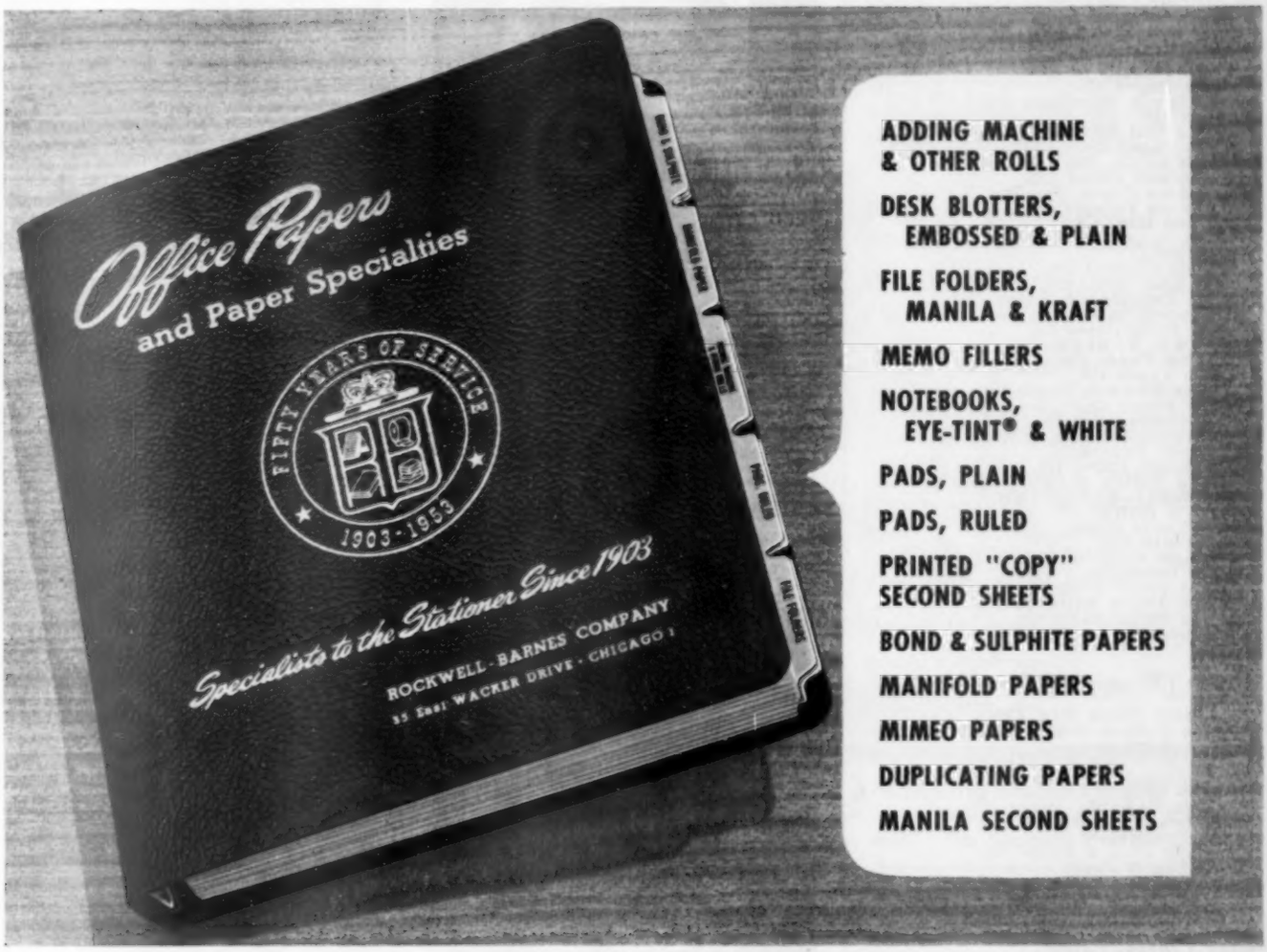
it means the manufacturer has an advertisement in this issue giving further information about his products.

If the ad is not adjacent to the listing, refer to the Advertisers Index just inside the back cover.

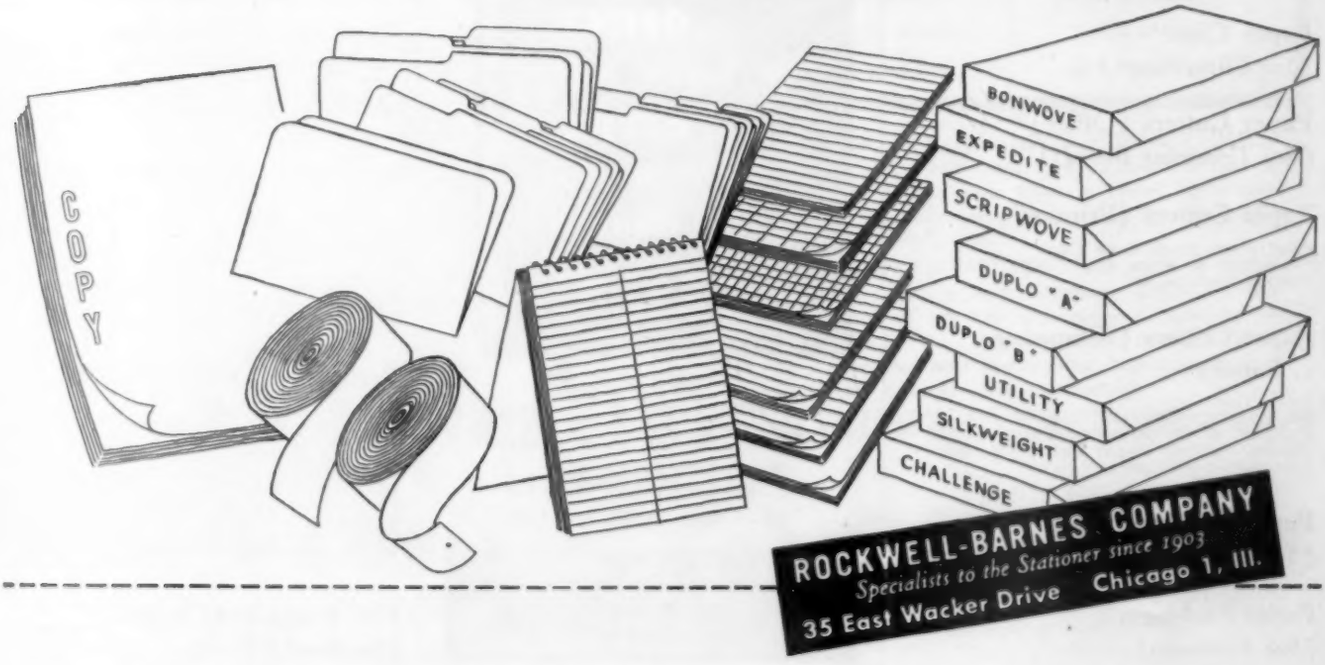
use the handy inquiry-cards for complete information from advertisers

Guide to Satisfied Customers

...by Rockwell-Barnes



ADDING MACHINE & OTHER ROLLS
DESK BLOTTERS, EMBOSSED & PLAIN
FILE FOLDERS, MANILA & KRAFT
MEMO FILLERS
NOTEBOOKS, EYE-TINT® & WHITE
PADS, PLAIN
PADS, RULED
PRINTED "COPY" SECOND SHEETS
BOND & SULPHITE PAPERS
MANIFOLD PAPERS
MIMEO PAPERS
DUPLICATING PAPERS
MANILA SECOND SHEETS



Paper (Typewriter)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
American Writing Paper Corp.
Ancram Paper Mills, The
ASSOCIATED STATIONERS SUPPLY CO.
Badger Paper Mills, Inc.
Bradner Smith &Co.
Brightwater Paper Co.
Brown, L. L., Paper Co.
Brownville Paper Co.
Central Tablet Mfg. Co.
Commercial Paper Co
Crocker-McElwain Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Empire Paper Co.
Ennis Tag & Salesbook Co.
Esleeck Mfg. Co.
FAY PAPER PRODUCTS, INC.
Gilbert Paper Co.
Greg Sales Co., Inc.
Hammermill Paper Co.
Hampshire Paper Co., Inc.
Hawthorne Paper Co.
Highland Mfg. Co.
Hyman, L., & Sons
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Millers Falls Paper Co.
MOHAWK TABLET CO.
Munising Paper Co.
Neenah Paper Co.
Nekoosa-Edwards Paper Co.
Osborn Paper Co.
Paper Converters, Inc.
Port Huron Sulphite & Paper Co.
Processed Papers
Rittenhouse Paper Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
RUBIN'S CORP.
Saxon Paper Corp.
Southworth Co.
Stationers Guild of America
Valley Paper Co.
Wansco Paper Products Co., Inc.
Wausau Paper Mills Co.
Whiting-Plover Paper Co.
Winnebago Paper Co., Inc.

Paper (Wrapping, Kraft)

Albemarle Paper Mfg. Co.
Hudson Pulp & Paper Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Munroe Paper Corp.
Nekoosa-Edwards Paper Co.
Rittenhouse Paper Co.
Saxon Paper Corp.
Thilmany Pulp & Paper Co.
Union Bag & Paper Corp.

Paper Clasps
(See Clasps, Paper)

Paper Clips
(See Clips, Paper)

Paper Cutters (Office)
(See Trimming Boards)

Paper Cutters (Printers')

Challenge Machinery Co.
Chandler & Price Co.
Harris-Seybold Co.

Paper Cutters (Wrapping Paper)

Arel, Inc.
BRADLEY, MILTON, CO.
Bulman, E. O., Mfg. Co., Inc.
Nelson Vertical Paper Cutter Co., Inc.
Rittenhouse Paper Co.

Paper Drinking Cups
(See Cups and Dispensers, Paper)

Paper Fasteners
(See Fasteners)

They've been coming back for more

EATON'S BERKSHIRE TYPEWRITER PAPERS

. . . for over 60 years!

People know them . . . like them . . . *buy* them over and over again. Eaton's Berkshire Typewriter Papers are *easy to sell* — and have been since 1893.

All papers are of uniform quality and backed by dependable service. New, in-demand items combine with steady-selling staples to build volume business, provide maximum sales opportunities.

Sold only through dealers, this *best-known line* includes a fine paper for every office use. We invite your inquiry.

EATON PAPER CORPORATION
Pittsfield, Massachusetts

a Screwdriver is all you need to

MAKE AN OFFICE WITHIN AN OFFICE

. . . economically and efficiently with the New

Arnot

PARTITION-ettes*
IN STEEL AND WOOD

* T.M. Reg. Pat. Pend.

ARNOT-JAMESTOWN CORPORATION
Jamestown, New York
Subsidiary of
AETNA STEEL PRODUCTS CORPORATION

Paper Fastening Machines
(See Staplers)

Paper Joggers

Ditto, Inc.
Magic Circle Mfg. Co.
Thomas Mechanical Collator Corp.

Paper Shredders

Industrial Shredder & Cutter Co.
Lee & Henry Mfg. Co.
Mitts & Merrill
Shredmaster Corp.
Taylor-Stiles & Co.
Universal Shredder Co.
Western Reserve Laboratories

Paper Towels and Dispensers

Bay West Paper Co.
Bradner Smith & Co.
Crown Zellerbach Corp.
DENNISON MFG. CO.
FRANKLIN METAL PRODUCTS CO.
Hano Paper Co., Inc.
Hudson Pulp & Paper Corp.
Huntington Laboratories, Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Millar, Geo. W., & Co., Inc.
Monogram of California
Northern Paper Mills
Scott Paper Co.
U. S. Envelope Co.

Paper Weights

Almac Plastics, Inc.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Canton Glass Co., Inc.
Continental Mfg. Co., Inc.
Finch & McCullough
Gits Molding Corp.
Green Duck Metal Stamping Co.
McKee Glass Co.
POLAR MFG. CO.
Rodefer Glass Co.
St. Louis Button Co.
Serolite Corp.
SERVICE PRODUCTS DIVISION
Sneath Glass Co.
Weeks, Frank A., Mfg. Co.

Parcel Handles
(See Package Handles)

Parcel Post Rate Guides

Colonial Co.
Leonard, G. R., & Co.
McKay, W. D.
Meilicke Systems, Inc.

Partitions (Office, Glass)

ARNOT-JAMESTOWN CORP.
Globe-Wernicke Co.
Pennsylvania Wire Glass Co.
Pittsburgh Plate Glass Co.

Partitions (Office, Metal)

ARNOT-JAMESTOWN CORP.
Globe-Wernicke Co.
Hauserman, E. F., Co.
Improved Office Partition Co.
Mills Co., The
New Castle Products (Folding Walls)
Takapart Products Co.
Virginia Metal Products, Inc.

Partitions (Office, Wood)

Add-A-Unit Partition Co.
American Store Equipment and Construction Corp.
ARNOT-JAMESTOWN CORP.
G. R. PRODUCTS, INC.
Globe-Wernicke Co.
Improved Office Partition Co.
Takapart Products Co.
U. S. Plywood Corp.
Weber Showcase & Fixture Co., Inc.

Pass Books and Covers
(See Books, Pass)

Passe Partout Bindings
(See Bindings, Passe Partout)

Paste
(See Adhesives, Paste)

Patches and Reinforcements (Gummed)
(See Gummed Cloth Eyelets and Patches)

Pay Roll Envelopes
(See Envelopes, Payroll)

Pay Roll Machines
Addressograph-Multigraph Corp.
Burroughs Corp.
Denominator Co., Inc.
International Business Machines Corp.
International Payroll Machine Co.
National Cash Register Co.
Remington Rand Inc.
UNDERWOOD CORP.

Pay Roll Systems
(See Forms, Pay Roll)

Peg Boards (Accounting)
E-Z Sort Systems, Ltd.
Felt & Tarrant Mfg. Co.
General Manifold & Printing Co.
Hadley, Charles R., Co.
Le Febure Corp.
McBee Co., The
Reynolds & Reynolds Co.
Sheppard, C. E., Co.
Universal Manufacturing Stationers, Inc.
Vue-Fax Corp.
Wilmer, E. P., Inc.
WILSON JONES CO.

Pen and Pencil Clips
(See Clips, Pen and Pencil)

Pen and Pencil Racks
(See Racks, Pen and Pencil)

Pen and Pencil Sets
(See Fountain Pen and Mechanical Pencil Sets)

Pen Points (Gold)
Gregory Fount-O-Ink Co.
Holland, John, Gold Pen Co.
Hutcheon Bros.
Kahn, David, Inc.
Modern Pen Mfg. Co., Inc.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
Pen-N-Pencil Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sheaffer, W. A., Pen Co.
Waterman Pen Co., Inc.
Weidlich Pen Mfg. Co.
Weigel, E. O., & Sons

Pen Points (Gold Plated)
Arch Pen Co.
Everlast Pen Co.
Gregory Fount-O-Ink Co.
Holland, John, Gold Pen Co.
HUNT, C. HOWARD, PEN CO.
Modern Pen Mfg. Co., Inc.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
Pencraft, Inc.
Rite-Craft Co.
Rotary Pen Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Spencerian Pen Co.
Weidlich Pen Mfg. Co.
Welty Pen & Repair Co

Pen Points (Lettering)
(See Lettering Pens)

Pen Points (Steel)
Eagle Pencil Co.
Esterbrook Pen Co.
Everlast Pen Co.
HUNT, C. HOWARD, PEN CO.
Kahn, David, Inc.
Modern Pen Mfg. Co., Inc.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
Pencraft, Inc.
Preferred Products Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sheaffer, W. A., Pen Co.
Spencerian Pen Co.
Weigel, E. O., & Sons
Welty Pen & Repair Co.

Pencil Boxes (School)
(See Boxes, Pencil, School)

Pencil Leads
(See Leads, Mechanical Pencil)

Pencil Lengtheners
Alvin Co.
American Pencil Co.
Best, Richard, Pencil Co.
BRUSHMAKERS, INC.
Cardinell Corp.
Compass Instrument & Optical Co., Inc.
Craftint Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Elliott, B. K., Co.
Faber, A. W.,-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Griffin Mfg. Co.
Koh-I-Noor Pencil Co., Inc.

Pencil Pockets
Angler's Products Co.
Mayer, A. G., Co.
Rogers, W. T., Co.
Winston Mfg. Co.

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DON'T BUILD A WALL—USE SOUNDEX PARTITIONS

Plaster wall	vs. Soundex Partitions
DAYS TO INSTALL	MINUTES TO INSTALL
HIGH COST	LOW COST
NO FLEXIBILITY	100% FLEXIBILITY
WASTES SPACE	SAVES SPACE
9% SALVAGE	100% SALVAGE

Soundex Partitions come in two basic series with 5 height variations: "L" series—42" Sound Panel, 24⅝" glass space—shown above. Choice of colors and modular lengths. We provide free office planning service.

SOUNDEX PARTITIONS ELIMINATE OFFICE NOISE. Both sides soak up sound thanks to 2" of spun glass filler. A center baffle prevents sound transmission. Result? Quiet, efficient work areas.

SOUNDEX PARTITIONS are easy to install . . . simply hook together. Office workers can set up any size room or corridor in minutes . . . rearrange in a moment. They are the most outstanding improvement you can make in office environment.

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the finest
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sharpeners made
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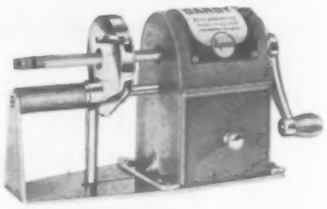
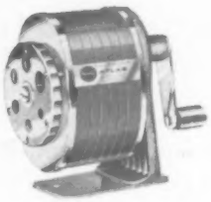


The famous **APSCO DANDY** *with the automatic feed, all-steel frame, heavy duty cutter head with steel adjustable point stop, and the pull-out type drawer receptacle. Perfect as a portable model or permanent installation. Sharpens all sizes woodcased pencils.*

The incomparable **APSCO DEXTER 3** *with the dial type selector. Compactly designed and constructed of heavy gauge steel with all-steel receptacle. Cutter head equipped with adjustable steel point stop. Sharpens all sizes of woodcased pencils.*



The new **APSCO ATLAS** *with all-steel frame of heavy gauge steel. Replaceable ring gear, new type all-steel receptacle, heavy duty cutter head and cutters makes this an outstanding sharpener for school and commercial use. Sharpens six sizes of woodcased pencils.*

Apsco products inc.
336 north foothill road, beverly hills, calif.

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OTHER APSCO SHARPENERS INCLUDE: CHICAGO, GIANT, PREMIER AND DRAFTSMAN MODELS PLUS APSCO'S FINE LINE OF STAPLERS, STAPLE REMOVERS, STAPLES, AND PUNCHES.

Pencil Point Protectors

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Nobema Products Corp.
Swan Pencil Co., Inc.
Van Valkenburg, L. D., Co.

Pencil Pointers

Alvin Co.
American "falcon" Mfg. Corp.
Cardinell Corp.
Compass Instrument & Optical Co., Inc.
COOKE & COBB CO.
Crofoot, Nielsen & Co.
Elliott, B. K., Co.
Elward Mfg. Co.
Grumbacher, M., Inc.
HUNT, C. HOWARD, PEN CO.
MAYLINE CO., INC.
Nobema Products Corp.
Rogers, W. T., Co.
STEMPEL MFG. CO.

Pencil Sharpeners (Desk, Wall)

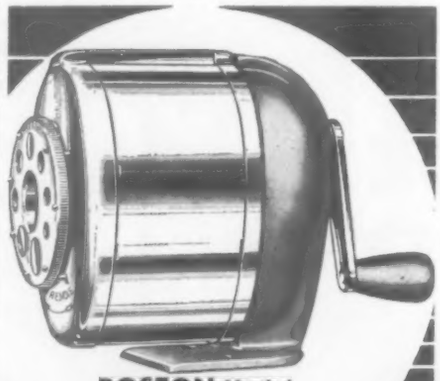
Ameurope, Inc.
APSCO PRODUCTS, INC.
DIXON, JOSEPH, CRUCIBLE CO.
HUNT, C. HOWARD, PEN CO.
Stationers Guild of America

Pencil Sharpeners (Electric)

Morris, Bert M., Co.
Stile-Craft Manufacturers

Pencil Sharpeners (Pocket)

Aalton Mfg. Co.
Compass Instrument & Optical Co., Inc.
Faber, A. W.-Castell Pencil Co., Inc.
Koh-I-Noor Pencil Co., Inc.
Nobema Products Corp.
Northeastern Plastics, Inc.
Plastic Products Co.
S. & S. Distributing Co.
Sterling Plastics Co.
Swan Pencil Co., Inc.



BOSTON Model
KS
Pencil Sharpener

Be sure to look over the BOSTON PENCIL SHARPENER listing in Buyers index. The KS is only one of many efficient good looking BOSTON MODELS.

FREE. Send for your copy of the FITCH REPORT on Pencil Sharpeners. It will be of great service to your salesmen and customers, also catalog and price list.

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Backed by 1 year guarantee.

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Faber, A. W.-Castell Pencil Co., Inc.
Koh-I-Noor Pencil Co., Inc.
PANDA PENCIL LEAD, INC.
Reliance Pencil Corp.
Sanders Mfg. Co.

Pencils (Checking and Marking)

American Crayon Co.
American Pencil Co.
Autopoint Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hutcheon Bros.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
LISTO PENCIL CORP.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Scripto, Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
TWEETEN FIBRE CO.
V. & E. Mfg. Co.
Victorian Pencil Co.
Wallace Pencil Co.

Pencils (China and Cellophane Marking)

American Crayon Co.
American Pencil Co.
Autopoint Co.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Grumbacher, M., Inc.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
LISTO PENCIL CORP.
Mease, W. D., Co.

National Pencil Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
TWEETEN FIBRE CO.

Pencils (Colored)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Grumbacher, M., Inc.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Sanders Mfg. Co.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Pencils (Copying and Indelible)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.

Pencils (Drawing)

American Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.

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Lumograph

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1001 LEAD HOLDER

1904 DRAWING LEADS

TRADITION CHROMA
COLORED PENCILS

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MARS
COLORED PENCILS

GLOBE-TROTTER
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CARBONITE
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Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
National Pencil Co.
Post, Frederick, Co.
Reliance Pencil Corp.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Wallace Pencil Co.
Weil, J. H., & Co.

Pencils (Hectograph)

American Pencil Co.
Autocopy, Inc.
Beck Duplicator Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Ditto, Inc.
DIXON, JOSEPH, CRUCIBLE CO.
Du Prints, Inc.
DUPLICOPY CO.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Hectographia Corp.
HEYER CORP.
Levison & Blythe Mfg. Co.
Mimeo Mfg. Co.
National Pencil Co.
Smith-Corona Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.

Pencils (Imprinted, Mechanical)

American Pencil Co.
Arnold, R. L., Pen Co.
Autopoint Co.
Ballard Pencil Co.
Brownie Mfg. Co.
DIXON, JOSEPH, CRUCIBLE CO.
Duplex Pen & Pencil Co.
Eagle Pencil Co.
Everlast Pen Co.
Guedon Co.
Holt Pen Co.
Hutcheon Bros.
Kahn, David, Inc.
Ketcham & McDougall, Inc.
Knickerbocker Leather & Novelty Co., Inc.
LISTO PENCIL CORP.
Mease, W. D., Co.

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The Marking Pencil that Writes on Everything

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"Nobody wants anything but LISTO!" dealers report, "That's why we feature LISTO exclusively." That's the story everywhere—for there's only one LISTO... the best advertised, the biggest selling marking pencil in the world. National magazines, as well as leading trade publications tell the LISTO story millions of times a year. Cash in...feature LISTO! Only LISTO has the patented "Grip Type Sleeve" that grips the entire length of the lead. Prevents breakage, the leads do not fall out.

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Pencils (Imprinted, Mechanical)
(Continued from page 199)

Modern Pen Mfg. Co., Inc.
Nichols Products Co.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
Pen-N-Pencil Co.
Quick Point Pencil Co.
Sanders Mfg. Co.
Scripto, Inc.
Serolite Corp.
Sheaffer, W. A., Pen Co.
Southern Pen Co.
Stratford Pen Corp.
Union Pencil Co., Inc.
Welsh Mfg. Co.

Pencils (Imprinted, Wood-Cased)

Alvin Co.
American Pencil Co.
Ballard Pencil Co.
Best, Richard, Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.,-Castell Pencil Co., Inc.
General Pencil Co.
Guedon Co.
Koh-I-Noor Pencil Co.
Linton Pencil Co.
National Pencil Co.
Reliance Pencil Co.
Sanders Mfg. Co.
Souvenir Lead Pencil Co., Inc.
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
Union Pencil Co., Inc.

Pencils (Magnetic)

Continental Mfg. Co., Inc.
Faber, A.W.-Castell Pencil Co., Inc.
Morris, Owen, & Co.
Non-Stop Pen & Pencil Co.
Ozark Pen Mfg. & Repair Co.
Pen-N-Pencil Co.

Pencils (Magnifying)

Nichols Products Co.
Non-Stop Pen & Pencil Co.
Pen-N-Pencil Co.

Pencils (Mechanical)

Alexander Mfg. Co.
American Pencil Co.
Arnold, R. L., Pen Co., Inc.
Autopoint Co.
Avon Pen Products Co.
Barrett, C. E., & Co.
Brownie Mfg. Co.
Columbia Pencil Co., Inc.
Cross, A. T., Pencil Co.
Diamond Point Pen Co., Inc.
DIXON, JOSEPH, CRUCIBLE CO.
Duplex Pen & Pencil Co.
Dur-O-Lite Pencil Co.
Eagle Pencil Co.
Esterbrook Pen Co.
Everlast Pen Co.
Eversharp, Inc.
Faber, Eberhard, Pencil Co.
Guedon Co.
Hamilton Pen Co.
Hollywood Pen Co.
Holt Pen Co.
Hutcheon Bros.
Kahn, David, Inc.
Ketcham & McDougall, Inc.
Lew Mfg. Co.
Lipic., Jos., Pen Co.
LISTO PENCIL CORP.
McLENNON PEN CO.
Modern Pen Mfg. Co., Inc.
Monochrome Pen Co.
Moore Pen Co.
Morrison Fountain Pen Co.
Nichols Products Co.
Non-Stop Pen & Pencil Co.
Ozark Pen Mfg. & Repair Co.
Pen-N-Pencil Co.
Parker Pen Co.
Quick Point Pencil Co.
Rite-Craft Co.
Rite-O, Inc.
Ritepoint Co.
Rotary Pen Co.
Russell Pencil Co.
Scripto, Inc.
Sheaffer, W. A., Pen Co.
Slencil Co.
Southern Pen Co.
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U. S. Victor Fountain Pen Co., Inc.
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MARKING PENCIL

The Best and Most Economical 1,001 Checking & Marking Uses

Screw-type feed like a mechanical lead pencil. Sturdily made for heavy duty any place where checking pencils or crayons are used.

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Available in Black, Red, Blue & Green

Refills available in six colors, Black, Red, Blue, Green, White & Yellow. Packed 12 of one color to a package. List price 25c per package.

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Faber, Eberhard, Pencil Co.
General Pencil Co.
Griffin Mfg. Co.
Koh-I-Noor Pencil Co., Inc.
Post, Frederick, Co.
STAEDTLER, J. S., INC.
V. & E. Mfg. Co.
Winslow Product Engineering Co.

Pencils (Mechanical, Marking)

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Autopoint Co.
Faber, A. W.-Castell Pencil Co., Inc.
Hutcheon Bros.
LISTO PENCIL CORP.
Mease, W. D., Co.
Scripto, Inc.
TWEETEN FIBRE CO.
V. & E. Mfg. Co.

Pencils (Mechanical, Multiple Color)

Four-O-Matic Pencil Co.
Kahn, David, Inc.
Nichols Products Co.
Norma Pencil Corp.
Supra Pencil Co.

Pencils (Wood-Cased)

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American Pencil Co.
Ballard Pencil Co.
Best, Richard, Pencil Co., Inc.
Blaisdell Pencil Co.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Empire Pencil Co., Inc.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Monarch Pencil Co.
Musgrave Pencil Co.
National Pencil Co.
Reliance Pencil Corp.
Ruwe Pencil Co.
Sanders Mfg. Co.
Stationers Guild of America
STAEDTLER, J. S., INC.
Swan Pencil Co., Inc.
U. S. Pencil Co., Inc.
Union Pencil Co., Inc.
Wallace Pencil Co.

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Ballard Pencil Co.
Blaisdell Pencil Co.
Compass Instrument & Optical Co., Inc.
DIXON, JOSEPH, CRUCIBLE CO.
Eagle Pencil Co.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Griffin Mfg. Co.
Grumbacher, M., Inc.
HUNT, C. HOWARD, PEN CO.
Koh-I-Noor Pencil Co., Inc.
Linton Pencil Co.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
Palmer, A. N., Co.
Pen-Rite Corp.
Preferred Products Co.
Reliance Pencil Corp.
Sanders Mfg. Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Souvenir Lead Pencil Co., Inc.
Spencerian Pen Co.
Sterling Plastics Co.
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Wallace Pencil Co.

Pens (Artists and Mapping)
(See Artists' Supplies)

Pens (Ball-Point)
(See Fountain Pens, Ball-Point)

Pens (Fountain)
(See Fountain Pens, Nib-Type)

Pens (Lettering)
(See Lettering Pens)

Pens (Marking, Brush)
(See Brushes, Marking, Fountain)

Pens (Ruling)
(See Drafting Instrument Sets)

Pens (Stylographic)
(See Fountain Pens, Ink Pencil)

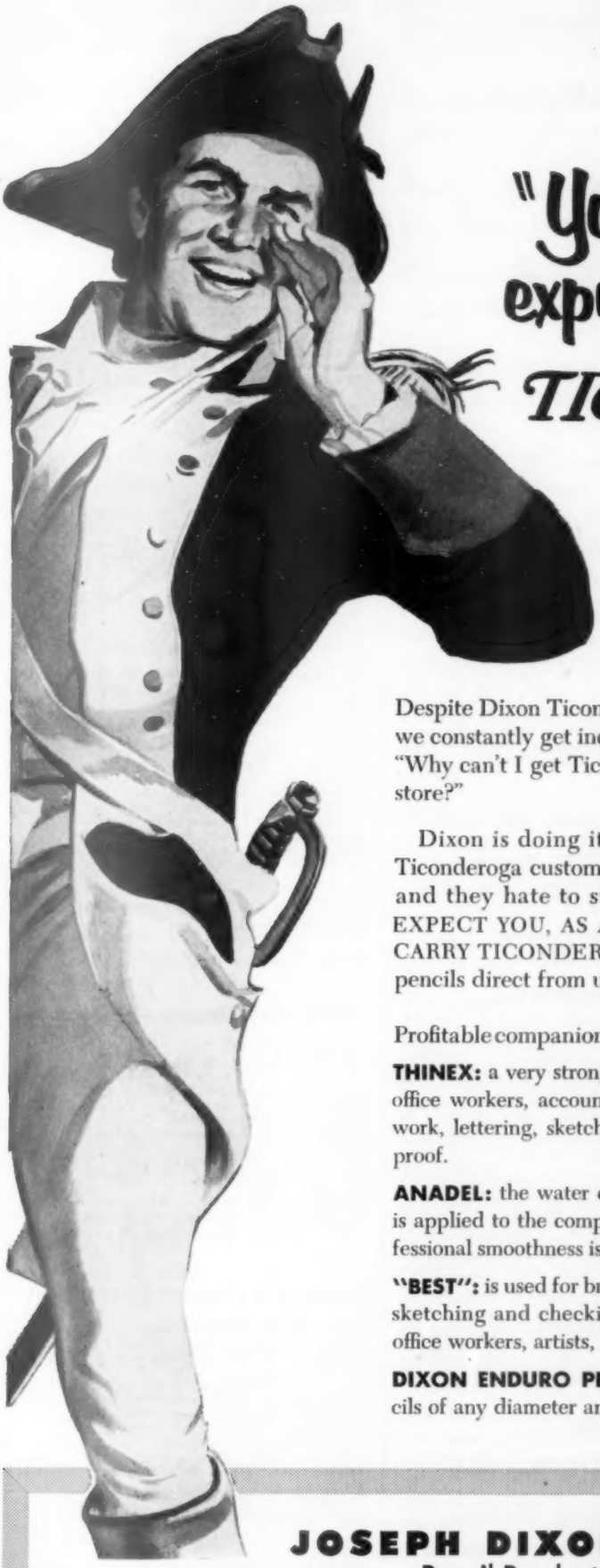
Pens (Stylus)
(See Styli, Stencil)

Perforators (Pinhole Type)

American Bank Equipment Co.
American Perforator Co.
Cummins-Chicago Corp.
Time, Date and Number, Inc.

Personal Files
(See Files, Personal)

Photo Albums
(See Albums, Photograph)



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Profitable companions to Dixon Ticonderoga Pencils are:

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ANADEL: the water colorist's pencil. When a wet brush is applied to the completed sketch, a water color of professional smoothness is obtained.

"BEST": is used for broad, colorfast strokes for coloring, sketching and checking. Best for students, teachers, office workers, artists, architects, map makers.

DIXON ENDURO PENCIL SHARPENER takes pencils of any diameter and sharpens them perfectly.

JOSEPH DIXON CRUCIBLE COMPANY
Pencil Products 84-J-54, Jersey City 3, N. J.

"Don't disappoint your customers—they expect you to stock Dixon Ticonderoga"

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American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Burke & James, Inc.
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Eureka Specialty Printing Co.
Hyman, L., & Sons
Josephson Mfg. Corp.
Marvin Envelope & Paper Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
QUALITY PARK ENVELOPE CO.
Saxon Paper Corp.
U. S. Envelope Co.
WILSON JONES CO.
Worcester Envelope Co.

Photo Mount Corners and Hinges

Ace Art Co.
Arel, Inc.
Burke & James, Inc.
DENNISON MFG. CO.
Eastman Kodak Co.
Engel Art Corners Mfg. Co.
Eureka Specialty Printing Co.
Kirk Plastic Co.
Miles, E. E., Co.
Mounties, Inc.

Photocopy Equipment

American Photocopy Equipment Co.
Bruning, Charles, Co., Inc.
Cormac Industries, Inc.
Duophoto Corp.
Eastman Kodak Co.
Fairchild Aerial Surveys, Inc.
General Photo Products Co., Inc.
Gwenly Corp.
Haloid Co.
Mayhal Photocopy Corp. of America
Orco Cameras, Inc.
Ozalid Div., General Analine & Film Corp.
Peck & Harvey
Peerless Photo Products, Inc.
Photostat Corp.
Polaroid Corp.
Recordak Corp.
Remington Rand Inc.
VICTOR SAFE & EQUIPMENT CO., INC.

Picture Frames (Imitation Leather Covered)

American Binder Co.
Arel, Inc.
Ehlbert Products
Kirk Plastic Co.
Landa Leather Products Co.
Majestic Loose Leaf, Inc.
Redi-Record Products Co.

Picture Frames (Leather Covered)

American Binder Co.
Ameron Wallet & Leather Novelty Co.
BANOV-BERNSLEY & CO., INC.
GIFT CRAFT LEATHER CO.
Landa Leather Products Co.
Majestic Loose Leaf, Inc.
POLAR MFG. CO.
SAINBERG & CO., INC.
Stationers Specialty Corp.

Picture Hooks

(See Hangers and Hooks, Picture)

Pictures (Framed)

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Helms Products, Inc. (Illuminated)
Myrtle Desk Co.
New York Graphic Society
Palmer House Galleries

Pigeon-Hole Cabinets

(See Cabinets, Pigeon-Hole)

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(See Tickets, Pin)

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Tested Products Co.

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(See Stencils, Addressing Machine, Metal)

Plates (Name)

(See Name Plates)

Plates (Offset Duplicator)

(See Duplicator Supplies, Offset)

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COOKS', INC.
Guedon Co.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
MEIER, JOSHUA, CO., INC.
Plastic Fabricators Co.
Plastic Service Co.
Robert Mfg. Co.
Smith, Hurley
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Weeks, Frank A., Mfg. Co.

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Autopoint Co.
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Buxton, Inc.
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Continental Mfg. Co., Inc.
Dartnell Corp.
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(See Wallets and Billfolds)

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(See Racks, Post Card)

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(See Stamp Affixers)

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(See Chairs, Posture)

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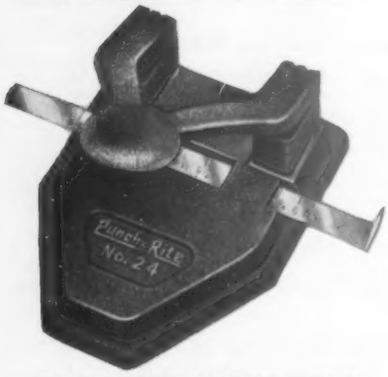

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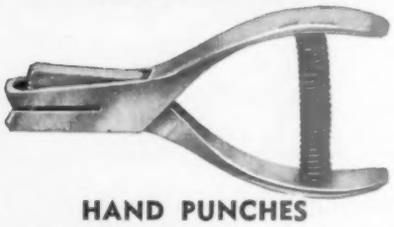

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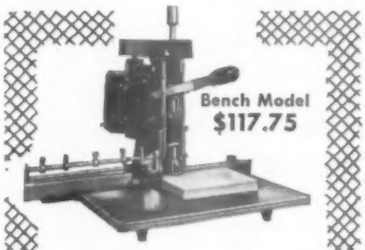

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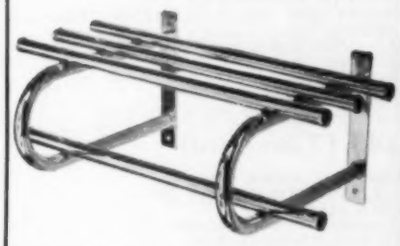

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(Continued from page 205)

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Ajax Time Stamp Co., Inc.
Angle Steel, Inc.
Cincinnati Time Recorder Co.
E-Z Sort Systems, Ltd.
Follett Time Recording Co.
Interior Steel Equipment Co.
International Business Machines Corp.
Lathem Time Recorder Co.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date and Number, Inc.

Racks (Umbrella)
See Stands, Umbrella)

Radiator Cabinets
(See Covers, Radiator)

Railings (Office)
(See Partitions, Office)

Razor Knives
(See Knives, Razor)

Reading Glasses
(See Glasses, Reading and Magnifying)

Reading Racks
(See Racks, Reading)

Rebuilt Typewriters
(See Typewriters, Rebuilt)

Receipting, Cutting Machines

All-Mark Stamp & Sales Co.
American Bank Equipment Co.
American Perforator Co.
Burroughs Corp.
Cummins-Chicago Corp.
Gibson, A. C., Co., Inc.
Matthews, James H., & Co.
Simplex Time Recorder Co.

Receipts
(See Forms, Drafts, Notes, Receipts, etc.)

Reception Room Furniture
(See Furniture, Reception Room)

Record Books
(See Books, Record)

Recorders (Telephone)
(See Telephone Recorders)

Recorders (Time)
(See Time Recorders)

Recording Machines
(See Dictating Machines)

Registers (Autographic)
(See Autographic Registers)

Registers (Cash)
(See Cash Registers)

Registers (Hotel, Tourist Court)

BLACKBOURN SYSTEMS, INC.
BOORUM & PEASE CO.
STANDARD DIARY CO.
Vernon, S. E. & M., Inc.
WILSON JONES CO.

Registers (In and Out)
(See In and Out Boards)

Reinforcements (Gummed Cloth)
(See Gummed Cloth Eyelets, Patches)

Repair Kits (Fountain Pen)

Gem Specialty Co.
Ozark Pen Mfg. & Repair Co.
Parker Pen Co.
Pencraft, Inc.
Sheaffer, W. A., Pen Co.
Welty Pen & Repair Co.

Repair Kits (Furniture)
(See Furniture Repair Kits)

Repair Kits and Tools (Typewriter)

Ames Supply Co.
Kennedy Mfg. Co.
Marion Electrical Instrument Co.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.

Report Covers, Folders
(See Covers, Brief)

Reporters' Note Books
(See Note Books, Reporters')

Ribbons (Carbon Paper)
(See Carbon Paper Ribbons)

Ribbons (Hectograph)

Aetna Products Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Stencil Mfg. Co.
Beck Duplicator Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Ditto, Inc.
Du Prints, Inc.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Graphic Duplicator Co.
Hectographia Corp.
HEYER CORP.

International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kores Carbon Paper & Ribbons Mfg. Corp.
Little, A. P., Inc.
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
Neidich Process Div.
Nelson-Eismann Co.
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.
Pres-To-Line Corp. of America
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.,
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Smith-Corona Inc.
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
Underwood, John, & Co.
U. S. CARBON & RIBBON MFG. CO., INC.
WEBSTER, F. S., CO.
WRITE, INC.

Ribbons (Office Machine)

Aetna Products Co.
Allen & Co.
Allied Carbon & Ribbon Mfg. Corp.
American Carbon Paper Corp.
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
American Stencil Mfg. Co.
Ames Supply Co.
Baco Ribbon & Supply Co.
Buckeye Ribbon & Carbon Co.
Burroughs Corp.
Cameron Mfg. Co.
Carter's Ink Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Ditto, Inc.
Frankel Carbon & Ribbon Co.
Franklin Ribbon & Carbon Co.
Frye Mfg. Co.
Heale, J. A., & Co., Inc.
International Carbon & Ribbon Co., Inc.
International Cash Register & Parts Co. (Cash Register Only)
Kee Lox Mfg. Co., Inc.
Key Ribbon & Carbon Co.
Kodye, Inc.
Kores Carbon Paper & Ribbons Mfg. Corp.
Kraus Ribbon & Carbon Co.
Little, A. P., Inc.
Lumirol Corp. (Plastic)
Manifold Supplies Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
National Cash Register Co.
Neidich Process Div.
Nelson-Eismann Co.
Old Town Corporation
Pacific Carbon & Ribbon Mfg. Co.
Peerless-Imperial Co., Inc.
Phillips Process Co., Inc.
Phillips Ribbon & Carbon Co., Inc.

use the handy INQUIRY-CARDS inside back cover when contacting advertisers.
• NO POSTAGE NEEDED •

Columbia
TYPEWRITER RIBBONS AND CARBON PAPERS
•
For more information see advertisement on page 57

Pres-To-Line Corp. of America
Queen Ribbon & Carbon Co.
Quest Mfg. Co.
Regal Typewriter Co., Inc.
Remington Rand Inc.
Rochester Ribbon & Carbon Co., Inc.
Ronnie Products, Inc.
Rose Ribbon & Carbon Mfg. Co., Inc.
Royal Typewriter Co., Inc.
SHALLCROSS CO.
Shipman-Ward Mfg. Co.
Smith-Corona Inc.
Snelling & Son
Speed Key Corp.
Sperry, John H., Co., Inc.
Stafford, S. S., Inc.
Standard Manifold Co.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Storms, H. M., Co.
Tru-Rite, Inc.
Underwood, John, & Co.
UNDERWOOD CORP.
Union Ribbon & Carbon Co.
U. S. CARBON & RIBBON MFG. CO., INC.
Waters & Waters Branch
WEBSTER, F. S., CO.
WRITE, INC.

Ribbons (Typewriter, Eradicable)

Aetna Products Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.

Ring Binders

(See Binders, Ring)

Rings (Loose Leaf)

(See Loose Leaf Metals)

Rocker Blotters

(See Blotters, Rocker)

Roller Shelf Units (Cabinet)

ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
CORRY-JAMESTOWN MFG. CORP.
General Fireproofing Co.
Globe-Wernicke Co.
Interior Steel Equipment Co.
INVINCIBLE METAL FURNITURE CO.
Shaw-Walker Co.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Rolls (Gelatin)

(See Duplicator Rolls and Films)

Rolls (Paper, Adding Machine, Carbonized)

American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
Burroughs Corp.
Carter's Ink Co., The
Cellulose & Paper Converting Co., Inc.
Colonial Carbon Co.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
CONSOLIDATED RIBBON & CARBON CO.
Crystal Copy Corp.
Ersco
Eastern Specialties Co., Inc.
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co.
Marvin Envelope & Paper Co.
Miller-Bryant-Pierce
Mittag & Volger, Inc.
National Cash Register Co.
Neidich Process Div.
Queen Ribbon & Carbon Co., Inc.
Peerless-Imperial Co., Inc.
Rittenhouse Paper Co.
Saxon Paper Corp.
Stationers Guild of America
Storms, H. M., Co.
Underwood, John, & Co.
Wansco Paper Products Co., Inc.
Waters & Waters Branch
WEBSTER, F. S., CO.

U. S.
Features All Types Of
INKED RIBBONS & CARBON PAPERS
Ribbons
ADDING • BILLING
MULTILITH • ADDRESSING
HECTOGRAPH
MULTIGRAPH
TABULATING
TIME CLOCK
TIME STAMP
TYPEWRITER
BOOKKEEPING
CASH REGISTERS
CHECK WRITERS
ELLIOTT FISHERS
Carbons
PEN • PENCIL
BILLING • FANFOLD
ONE-TIME • HECTOGRAPH
TYPEWRITER
POSTING MACHINES
P & P (Gummed Edge)
Plus
Hot Wax
SPOT CARBONIZING
Domestic & Export Sales
Our 59th Year
General Offices & Plant
U. S. CARBON & RIBBON MFG. CO., Inc.
621-623 CHERRY STREET
PHILA. 6, PENNA.
Established 1895

Still the Line of

SUPERIOR DATERS

TRIUMPH BAND DATERS

DEFIANCE DATERS

ACTUAL SIZE ILLUSTRATION

Now more than ever before QUALITY along with SERVICE is very much in demand. When ordering your 1954 requirements insist on the line of marking devices that not only have that extra quality but are always available for you and your customer when needed.

For that extra Quality... Economy...Faster Delivery... insist on the best line...

THE CROWN LINE!

TRIUMPH SELF INKERS

CROWN DATERS

CROWN NUMBERS

least Sales Resistance!

A NEW ITEM . . . that is in great demand by

GROCERS — CHAIN STORES — SUPER MARKETS — VARIETY STORES . . .

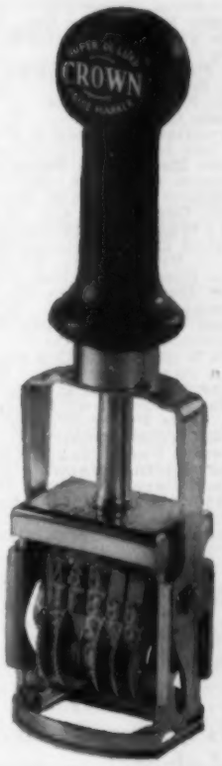
THE NEW CROWN "HERCULES" PRICE MARKERS & KITS . . .

now made in two sizes of bands and four different band arrangements . . . acclaimed by the trade as the Finest Self Inking Price Marker ever made . . . the Marker that is made to stand up under constant use without fear of breakdown . . . kits are attractively boxed and consist of either a #70 or #80 marker, 4 oz. ink (any color), 2 oz. remover and ink dispenser. Specimen imprints of . . .

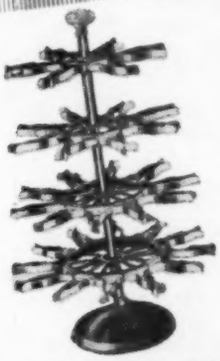
No. 70 Series—No. 80 Series Markers

N3/25 D$1.25

write today for further particulars and descriptive literature.



SEAL PRESS (ARTISTIC)



ACHILLES CASTOR RACKS

CROWN OFFICE PRINTING OUTFITS

manufactured and distributed by

R.A. Stewart and Company, Inc.

80 DUANE STREET • NEW YORK 7, N. Y.

Rolls (Paper, Adding Machine, Plain)

American Carbon Paper Mfg. Co.
AMERICAN PAD & PAPER CO.
Ames Supply Co.
Bradner Smith & Co.
Bristol Paper Products, Inc.
Burroughs Corp.
Burton Paper Products Corp.
Cellulose & Paper Converting Co., Inc.
Central Paper Co.
Commercial Paper Co.
Eastern Specialties Co., Inc.
Ennis Tag & Salesbook Co.
Ersco
FAY PAPER PRODUCTS, INC.
Greg Sales Co., Inc.
Hano Paper Co., Inc.
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co.
Marvin Envelope & Paper Co.
McKenna & Phelps, Inc.
Merchants Industries, Inc.
Millar, Geo. W., & Co., Inc.
MOHAWK TABLET CO.
National Cash Register Co.
Neidich Process Div.
Paper Converters, Inc.
Paper Manufacturers Co.
Processed Papers
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southern Straw Mfg. Co.
Stationers Guild of America
U. S. Lace Paper Works
UNDERWOOD CORP.
Universal Pad & Tablet Corp.
Victor Adding Machine Co.
Wansco Paper Products Co., Inc.
WARSHAW MFG. CO., INC.
Western Paper Converting Co.
Yankee Paper & Specialty Co.

Rolls (Paper, Autographic Register)

(See Forms, Autographic Register)

Rolls (Paper, Bookkeeping Machine)

American Ribbon & Carbon Co., Inc.
Bradner Smith & Co.
Burroughs Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Eastern Specialties Co., Inc.
Ersco
FAY PAPER PRODUCTS, INC.
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co.
Marvin Envelope & Paper Co.
National Cash Register Co.
Neidich Process Div.
Peerless-Imperial Co., Inc.
Queen Ribbon & Carbon Co.
Rittenhouse Paper Co.
Stationers Guild of America
UNDERWOOD CORP.
WEBSTER, F. S., CO.

Rolls (Paper, Cash Register)

Bradner Smith & Co.
Burroughs Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Eastern Specialties Co., Inc.
Ersco
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc.
Kee Lox Mfg. Co.
Marvin Envelope & Paper Co.
McKenna & Phelps, Inc.
National Cash Register Co.
Neidich Process Div.
Paper Converters, Inc.
Paper Manufacturers Co.
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
Stationers Guild of America
WEBSTER, F. S., CO.
Western Paper Converting Co.

Rolls (Paper, Teletype)

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
American Manifold Products Corp.
American Ribbon & Carbon Co., Inc.
ASSOCIATED STATIONERS SUPPLY CO.

FAY

PAPER PRODUCTS, INC.

268 NORTHAMPTON ST.
BOSTON 18, MASS.

CONVERTERS AND MANUFACTURERS

★

AJAX Adding Machine Rolls
SENTINEL Teletype Rolls
SIGNAL Rolls (Police & Fire Alarm)
(other small paper rolls)

★

OFFICE PAPERS:
BRADFORD Bond, Typewriter & Multilith
QUICKPRINT Mimeo
SENTINEL Duplicator
Railroad Manila
Onionskin & Manifold
FA-VO-RITE Scratch Pads

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Suppliers to Stationers and Paper Merchants since 1934.

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Bradner Smith & Co.
Cellulose & Paper Converting Co.
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General Manifold & Printing Co.
Hyman, L., & Sons
International Carbon & Ribbon Co., Inc.
Johns, W. A., Paper Co.
Kee Lox Mfg. Co.
Marvin Envelope & Paper Co.
McKenna & Phelps, Inc.
Millar, Geo. W., & Co., Inc.
Miller-Bryant-Pierce
Moore Business Forms, Inc.
Nashua Package Sealing Div.
Neidich Process Div.
Paper Manufacturers Co.
Peerless-Imperial Co., Inc.
Processed Papers
Queen Ribbon & Carbon Co.
Rediform Division
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
ROCKWELL-BARNES CO.
Saxon Paper Corp.
Southern Straw Mfg. Co.
Stationers Guild of America
Stylograph Corp.
Uarco Incorporated
Wansco Paper Products Co., Inc.
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Rubber Bands

ALLIANCE RUBBER CO.
BANKERS & MERCHANTS, INC.
Davol Rubber Co.
Dykema Co.
Faber, A. W.—Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.
General Pencil Co.
Goodrich, B. F., Co.
Hodgman Rubber Co.
Linton Pencil Co.
Melind, Louis, Co.
Miller Products Co., Inc.
Plymouth Rubber Co., Inc.
Red Raven Rubber Co.
Reliance Pencil Corp.
ROBERTS, WELDON, RUBBER CO.
Rochester Wire-O Binding, Inc.
SPEED PRODUCTS CO., INC.
Spencer Rubber Products Co.
Stationers Guild of America
Tyer Rubber Co.

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(See Bumpers and Guards, Furniture)

Rubber (Sponge and Foam)

Ace Lite-Step Co.
American Floor Products Co.
American Latex Products Corp.
Firestone Tire & Rubber Co.
Goodrich, B. F., Co.
Goodyear Tire & Rubber Co.
Hewitt-Robins, Inc.
Reliable Textile Co.
Sponge Rubber Products Co.
Textile Products Co.
U. S. Rubber Co.

Rubber Cement and Thinners

(See Adhesives, Cement, Rubber and Thinners)

Rubber Stamp Machinery

American Evatype Co.
BANKERS & MERCHANTS, INC.
Dorman, J. F. W., Co.
Smith, R. H., Mfg. Co.
STEWART, R. A., & CO., INC.

Rubber Stamp Pads

(See Pads, Rubber Stamp)

Rubber Stamp Racks

(See Racks, Rubber Stamp)

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for the company's copy of OFFICE APPLIANCES

If it takes weeks for the "hand-me-down" issue to circulate through your firm, why not have a personal copy?

• You can have OFFICE APPLIANCES sent either to your home or to your personal attention at the office. It's the only way to keep in touch with industry developments *when they happen.*

• **Three years $7.00**
• **Two years $5.00**
• **One year $3.00**

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Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
American Stamp Mfg. Co.
BANKERS & MERCHANTS, INC.
Barlam, Wm., Rubber Stamp Mfg. Co.
Bates Mfg. Co.
Botts Mfg. Co.
Champion, Iden Charles, Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Dayton Stencil Works Co.
Dixie Rubber Stamp & Seal Co.
Edmar, Inc.
Ehlbert Products (Pocket)
Ellis, H. R., Co.
Federal Stamp Co.
Force, Wm. A., & Co.
FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Melind, Louis, Co.
Pannier Corp.
Rivet-O Mfg. Co.
Safford Stamp Works, Inc.
Spencer, S. M., Mfg. Co.
Smith, R. H., Mfg. Co.
Stationers Guild of America
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
Wendell-Northwestern, Inc.

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Adams, S. G., Co.
Ameurope, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
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FULTON MARKING EQUIPMENT CO.
Gibson, A. C., Co., Inc.
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Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Smith, R. H., Mfg. Co.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.

SINCE 1927

NON SLIP
Reg. U.S. Pat. Off.

Highly Nickel Plated

FLEXIBLE STEEL RULES

U.S. and/or Metric Graduations

Available in 12"—15"—18" and 24" lengths

Can be used as a ruler, paper cutter, straight-edge

Made of highly tempered steel, backed with patented NON-SLIP material. Graduated in 1/16ths. Individually engraved below the surface of the metal. Will not wear off. Will not slip nor carry ink on the edges.

Write for dealers' discount.

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49 Andrews St. Dept. OA
ROCHESTER 14, N. Y.

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(See Typewriter Key Tops)

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(See Carpets and Rugs)

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Fairgate Rule Co. (Aluminum)
Guedon Co.
Pettersen Mfg. Co.
Sanders Mfg. Co.
Seneca Novelty Co., Inc.
Westcott Rule Co., Inc.

Rulers (Celluloid, Plastic)

Bastian Bros. Co.
Blank, Arthur, & Co., Inc.
C-Thru Ruler Co.
Cardinell Corp.
DIXON, JOSEPH, CRUCIBLE CO.
Emeloid Co., Inc.
Guedon Co.
I.D.L. MFG. & SALES CORP.
MAYLINE CO., INC.
Northeastern Plastics, Inc.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Seneca Novelty Co., Inc.
Westcott Rule Co., Inc.

Rulers (Steel)

Anderson & Sons, Inc.
Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Chicago Thrift-Etching Corp.
Dietzgen, Eugene, Co.
Fairgate Rule Co. (Aluminum)
Guedon Co.
Keuffel & Esser Co.
NATIONAL RULE CO.
Pettersen Mfg. Co. (Rolling)
Starrett, L. S., Co.

NOW... A MERCHANDISING IDEA THAT'S NEW...BIG...DIFFERENT!

the *Faymus* "DEALER IMPRINT" LINE ties National Advertising to each dealer . . . *INDIVIDUALLY!*

The Faymus "Dealer Imprint" line is so new . . . so sensational in its appeal that dealers just can't miss making big new profits when they're in on the plan.

Think of it . . . a complete range of quality products, with nationally advertised items individually imprinted with your name, your address, and your brief sales message. First, your customer sees the product advertised in the best consumer magazines and then, sees the product itself with the Faymus brand name and your imprint in a conspicuous spot. From here on, the profits are all yours, because everytime the customer sees an advertisement or uses the product, there's a perfect tie-in.

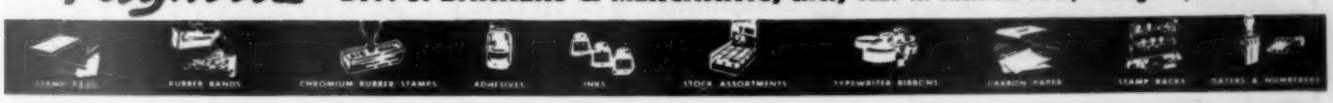
See the Faymus "Dealer Imprint" line today. Learn how you can handle these fast-moving, big-profit items NOW.

Only the "Dealer Imprint" line gives you ALL these advantages

1. **National advertising**—to identify you, personally—with Faymus.
2. **Individual imprinting**—products are designed to carry your imprint in a conspicuous spot.
3. **Salesmen detailing**—factory trained men helping you to establish and build up sales.
4. **Beautiful packaging**—all products packaged with distinctive, modern Faymus styling.
5. **Competitive pricing**—helps you get and hold business.
6. **Liberal discounts**—enable you to make more money than ever before.
7. **Unsurpassed quality**—all Faymus products represent the ultimate in fine manufacturing.
8. **Completeness of line**—includes all the biggest volume sellers in office supplies and ties in neatly with Bankers & Merchants' huge line of marking equipment.

Write for Catalog No. 153

Faymus **DIV. of BANKERS & MERCHANTS, Inc., 3229 N. Sheffield Ave., Chicago 13, Illinois**



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by the manufacturers of....

FIRE & BURGLAR PROOF SAFES
BURGLAR PROOF CHESTS
VAULT DOORS

UNDERWRITER'S APPROVED
A-B-C- and T-20 LABELS

SPECIAL SIZES AVAILABLE

THE SCHWAB SAFE COMPANY
LAFAYETTE, INDIANA

Rulers (Wood)

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American "falcon" Mfg. Corp.
Brown, Arthur, & Bro.
Glaziers Tool Mfg. Corp.
Sanders Mfg. Co.
Seneca Novelty Co., Inc.
Westcott Rule Co., Inc.

Rules (Slide)

(See Slide Rules)

Runner Matting (Rubber, Composition)

(See Mats, Runner, Rubber)

Safes (Cabinet, Office)

ART METAL CONSTRUCTION CO.
BRUSH-PUNNETT CO.
COLE STEEL EQUIPMENT CO., INC.
Diebold, Inc.
Empire Safe Co., Inc.
GUARDSMAN-VALENTINE, INC.
Hall Safe and Equipment Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
INVINCIBLE METAL FURNITURE CO.
Joeli Safe Div.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
Remington Rand Inc.
SCHWAB SAFE CO.
Shaw-Walker Co.
Tammi Safe & Vault Co.
VICTOR SAFE & EQUIPMENT CO., INC.
YORK SAFE AND LOCK CO.

Safes (Floor, Wall—Embedded)

American Wall Safe Mfg. Co., Inc.
Bank Vault Inspection Co.
BRUSH-PUNNETT CO.
Diebold, Inc.
Empire Safe Co., Inc.
Gary Safe Co.
GUARDSMAN-VALENTINE, INC.

Protecting against FIRE and THEFT for over 60 YEARS

Victor SAFES

Sell your customers certified fire protection backed by Victor's more than half a century of experience as a safe manufacturer. Various sizes and certifications and assortment of interior equipment for every need or fire hazard.

VICTOR TREASURE CHESTS
For home or office. Built like a small safe — with 1 hour certified protection against fire.

VICTOR SAFE & EQUIPMENT
DEALER SALES DIVISION • REMINGTON RAND INC.
315 FOURTH AVENUE • NEW YORK 10, N. Y.

UNDERWRITERS' LABELED SAFES
•
MAINLINER SAFES
•
INSULATED FILES
•
MONEY CHESTS
•
VAULT DOORS
•
SAFETY DEPOSIT BOXES

write for complete catalog

GUARDSMAN-VALENTINE INC.
LA PORTE • INDIANA
GUARDSMAN & VALENTINE SAFES

Sentry Safes

• LOWEST PRICE
• HIGHEST QUALITY
• WIDEST SALES APPEAL

Leading dealers sell the SENTRY SAFE. It offers the most. Weigh these features and advantages. Remember SENTRY has no competition.

LOWEST PRICE: Priced so low you have a terrific margin of profit. You set your own retail price.

HIGHEST QUALITY: Vermiculite insulation throughout the same as used in the most expensive safes. One piece construction, tamper proof lock embossed into door. Heat resistant to fire up to 1700° for one hour.

WIDEST SALES APPEAL: Attractive protection to fit any decorative scheme. Every home and office in your area a potential customer.

WRITE DEPT. B

Dimensions:
Outside 24½" x 17½" x 17½"
Inside 15" x 12" x 12½"

MANUFACTURERS OF SAFES FOR OVER 20 YEARS

BRUSH-PUNNETT CO.
545 WEST AVE. • ROCHESTER 11, N. Y.

Which influences your protective equipment customers most...

Product or Promotion?

Actually, it doesn't matter when you're handling the world's best protective equipment . . . for Mosler has a reputation for doing the most outstanding job in the industry—on both.

When you get a prospect in front of Mosler protective equipment, he's not only *looking* at the world's finest—he *knows* it.

He knows, because Mosler's extensive national advertising and frequent special promotions have told him so, time and again.

And, the look he takes in your show room can only confirm this impression. For whether he's looking at a safe, money chest, vault door, or *any* Mosler product, there's a powerful "sales talk" right there in the Mosler nameplate. For the name, Mosler, has stood for over a century for the kind of quality that earns and maintains world leadership.

And that is an important asset to *any* protective equipment dealer. It has cash value. It means easier sales. Easier profits. A better outlook for future protective equipment business. Like to know *more* ways the name, Mosler, helps you build sales? Write or wire The Mosler Safe Company, Hamilton, Ohio.

IF IT'S MOSLER . . . IT'S SAFE

The Mosler Safe Company Since 1848

World's largest builders of safes and bank vaults . . . Mosler built the U.S. Gold Storage Vaults at Fort Knox and the famous bank vaults that withstood the Atomic Bomb at Hiroshima

WE'VE GOT IT!

The Most COMPLETE Line of Safes, Fire-Resistive Chests and Files, Business Machine Stands!

HERCULES MEILINK BUILT®

MULTI-LOX INSULATED FILES

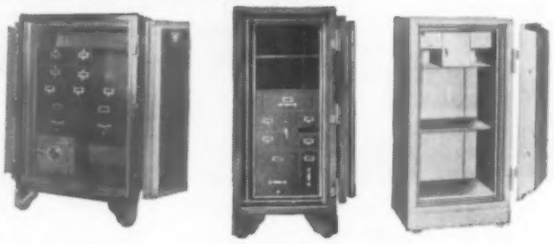
- √ **Underwriters Laboratories Label**
- √ **Safe Manufacturers National Association Label**

The New Hercules Multi-Lox feature offers a choice of various locking arrangements on any or all drawers of each file. Letter and legal sizes in two, three and four-drawer models. Our Bulletin IF-53 gives complete information.

MEILINK SINCE 1899

A, B and C LABEL SAFES

SINGLE AND DOUBLE DOOR MODELS



- √ **Underwriters Laboratories Label**
- √ **Safe Manufacturers National Association Label**

SAFE-T-VAULT

WALL VAULT

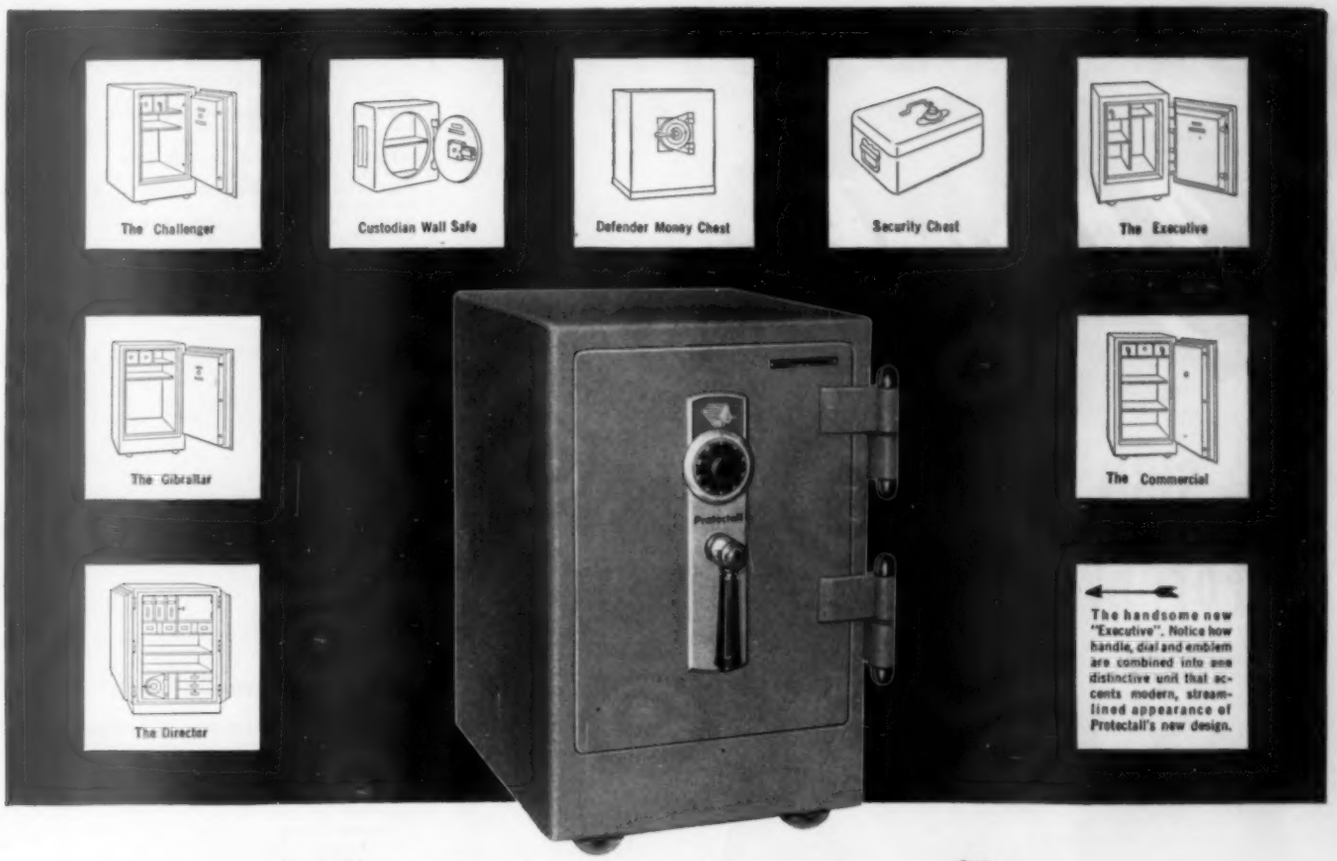
HOME VAULT

HERCULES MEILINK BUILT® **FAST MOVING LINE OF**

- **HOME VAULTS** • **SAFE-T-VAULTS** • **WALL VAULTS**
- **CLOSET VAULTS** • **LETTER VAULTS** • **CARD FILES**
- **BUSINESS MACHINE STANDS** • **SAFETY POSTING TRAYS**
- **VIS-REC Visible Record Cabinet Safe (Bottom Receding Door)**

Write for Information and Literature

MEILINK STEEL SAFE CO. • Toledo 6, Ohio



Why America's fastest-selling safes SELL EVEN FASTER, TODAY...

Take a look! Here's the handsome restyling job that's been done on *every* Protectall Safe . . . to help you make faster, more profitable sales than ever before!

WHAT YOU SEE HERE is a still *better,* more advanced Protectall Safe design than the one that hundreds of dealers across America have already turned into handsome profits!

You know what *that* means! You can tell, immediately, the opportunity these distinguished new safes offer. For now you have all the unique selling advantages that *made* Protectall the fastest-moving safes in America—and a lot more.

With Protectall, you offer top-quality, *brand-new* styling, unchallenged value, the Underwriters' "C" Label . . . the simplest and easiest-to-sell safe line in the industry.

WHY NOT CUT *YOURSELF IN* for a share of the big profits dealers will make on these handsomely restyled Protectall Safes? Just mail the coupon for a catalog showing the new Protectall line, and we'll send you the details on how to cash in! Do it right away!

COMPLETE RANGE OF MONEY-MAKING SIZES!

Code	Outside Dimensions			Inside Dimensions		
	High	Wide	Deep	High	Wide	Deep
Director	58"	39"	29"	48"	33"	20"
Commercial	48"	25"	27"	39"	20"	20"
Accountant	41"	25"	27"	32"	20"	20"
Gibraltar	36"	22"	24"	27"	17"	17"
Challenger	31"	19"	24"	22"	14"	17"
Treasurer	31"	19"	19"	22"	14"	12"
Executive	23"	15"	19"	14"	10"	12"
Custodian Wall Safe	12"	12"	7"	11"	11"	4"
Defender Chest	10"	10"	9"	8"	8"	5"
Security Chest	5"	12"	8"	3"	10"	6"
New "Veep" Safe	20"	13"	15"	13"	10"	10"

Protectall Safes
Syracuse, New York

Protectall Safe Corporation
938 S. Salina Street, Syracuse, N. Y.
Please rush me a catalog showing the new line of Protectall Safes, and full particulars on how I can cash in!

FIRM NAME .....

YOUR NAME ..... POSITION .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

There is a York unit to provide every protection need for every type of record. All York equipment bears the Safe Manufacturers National Association and Underwriters Laboratories labels. There are no better safes, chests and vault doors than those bearing the York label.

York map and plan files are built to the same standards of quality as York protection equipment. They are designed in modular units that are easily expanded to meet the needs of growing companies.

York dealers receive comprehensive assistance in the form of tested and proven merchandising and sales promotion materials, as well as scientific sales training aids. For information on York products or dealerships, write to the General Office in Canton 2, Ohio.

York

The most famous name in protection

YORK SAFE & LOCK

Canton 2, Ohio

Safes (Floor, Wall, Embedded)

(Continued from page 212)

Hall Safe and Equipment Co.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
In-A-Floor Safe Co.
Joeli Safe Div.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
PROTECTALL SAFE CORP.
SCHWAB SAFE CO.
YORK SAFE & LOCK CO.

Safety Deposit Boxes

(See Boxes, Safety Deposit)

Safety Deposit Box Keyhole Signals

(See Signals, Keyhole, Safety Deposit Box)

Sales Book Covers

(See Covers, Sales Book)

Sales Books

(See Books, Manifold)

Salesmen's Sample Cases

(See Cases, Salesmen's Sample)

Sand Urns

Aget Mfg. Co.
Compco Corp.
Dorchester Pottery Works
Doehler Metal Furniture Co., Inc.
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
Glaro Machine Products Co., Inc.
Goodfrend Metal Products Co.
LA SALLE PRODUCTS CO.
Lawson, F. H. Co.
Logan Pottery Co.
MAYFAIR CO.
McDONALD PRODUCTS CORP.
ORNA METAL PRODUCTS CO.
SMO-KING PRODUCTS, INC.
VALCO CO. (ALUMINUM)
Vanpe, Inc.

Savings Banks (Home)

(See Banks, Home Savings)

Scales (Architects', Drafting)

(See Drafting Supplies)

Scales (Postal, Office)

Borg-Erickson Corp.
B-T Co., Inc.
Chatillon, John, & Sons
Commerical Controls Corp.
Detecto Scales, Inc.
Hamilton Specialties, Inc.
Hanson Scale Co.
Howe Scale Co.
I.D.L. MFG. & SALES CORP.
Pelouze Mfg. Co.
Pitney-Bowes, Inc.
Stationers Guild of America
Thompson Tool & Mfg. Co.
Toledo Scale Co.
Triner Scale & Mfg. Co.

Scales (Postal, Pocket)

Borg-Erickson Corp.
Exact Weight Scale Co.
Postamatic Co.
Originals Co.

School Bags

(See Bags, School)

School Furniture

(See Furniture, School)

CIGARETTE URNS are BIG BUSINESS!

U.S. Pat. No. 2,592,676

Style SC 20 above with Franklin Self Cleaning Lid. Height 20". Colors—Red, black, brown, grey and green.

Are YOU Getting YOUR SHARE?

You can positively get that business, if you show the FRANKLIN Line. Franklin Urns are in use all over the world—the finest and safest made! Many thousands of Franklin Urns are used by all branches of the government and armed services. The reason is that only Franklin has patented features that can be found in no other line and Franklin offers the largest and most complete urn assortment in the world.

EASY TO SELL . . . By using Franklin's beautiful 3 color catalog with illustrated Urns.

JUST THINK! 28 STYLES TO CHOOSE 16 STYLES IN CHOICE OF 5 COLORS

SAND URNS with Franklin Safety Edge Lids.
SAND URNS with Franklin Self-Cleaning Lids.
WALL HANGING SAND URNS with Franklin Safety Ledge Lids.
GRECIAN SPUN ALUMINUM SAND URNS with removable lid.
FIRE EXTINGUISHER CONTAINER SAND URNS.
WATER TRAP URNS that hold up to 3,000 cigarettes with complete fire safety.
PAPER TOWEL URNS.
PAPER CUP URNS.
UMBRELLA URNS.

OTHER FAMOUS FRANKLIN PRODUCTS

WASTE BASKETS, WASTE RECEPTACLES, CUSPIDORS, TOWEL AND TOILET TISSUE HOLDERS.

WRITE TODAY FOR DESCRIPTIVE LITERATURE

Manufacturers' Agents Wanted.

Manufactured Exclusively by

Franklin Metal Products Co.

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School Supplies (Complete Line)

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BRADLEY, MILTON, CO.
Garden City Educational Co.
Hammett, J. L., Co.
RUBIN'S CORP.
WILSON JONES CO.

Scissors and Shears

Acme Shear Co.
BANOV-BERNSLEY & CO.
Case, W. R., & Sons
Compton, W. H., Shear Co.
Continental Mfg. Co., Inc.
Gabe Mfg. Corp.
Henkel-Clauss Co.
I.D.L. MFG. & SALES CORP.
Metropolitan Cutlery Co.
POLAR MFG. CO.
SMITH METAL ARTS CO., INC.
Star Office Accessories Co.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
Voos Co.
Wiss, J., & Sons Co.

Scopes (Stencil)

(See Duplicator Stencil Scopes)

Scrap Books

(See Books, Scrap)

Scratch Pads

(See Pads, Scratch)

Screens (Folding, Office)

Steward, G. S., Co.

Seal Presses (Corporation, Notary)

ABBOTT COIN COUNTER CO.
Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
American Stamp Mfg. Co.
Art Novelty Mfg. Co.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Ellis, H. R., Co.
Force, Wm. A., & Co., Inc.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Roovers Bros., Inc.
Schwaab Stamp & Seal Co.
Sheridan & Nichol, Inc.
Smith, R. H., Mfg. Co.
Spencer, S. M., Mfg. Co.
Stafford, N., Co.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

Sealers (Envelope, Hand)

Better Packages, Inc.
Derby Sealers, Inc.
Ever Ready Label Corp.
Gabe Mfg. Corp.
Glue-Fast Equipment Co., Inc.
Haldon Mfg. Co., Inc.
Hummel, A. C., Co.
Hydrawilk Co.
I.D.L. MFG. & SALES CORP.
Kendall Sealer Co.
Mohler, A.
Northeastern Plastics, Inc.
Office Accessories Corp.
Rockford Crescent Mfg. Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Seymour Products Co.
Standard Duplicating Machines Corp.
Weeks, Frank A., Mfg. Co.

Sealers (Envelope, Machine, Electric)

Bircher Co., Inc.
Commercial Controls Corp.
MacKenzie, Arnold, Inc.

A Complete Selling Line of

Office, Editor's & Banker Shears
Trimmers & Scissors for all Purposes
Pinking Shears, Kitchen Shears
School Scissors, Buttonhole Cutters
Barber Shears, Hair Clippers
Scissor Sets
Pen, Pocket & Hunting Knives
Manicure Sets & Implements
Letter Openers, Commercial & Gift
Library Sets (Desk Sets)
Leather Correspondence Portfolios
Desk Penholders
Cash & Bond Boxes
Fire Resistant Protecto Box
Personal Files
Tool Kits for Gift Purposes
Steak Knife Sets, Carving Sets
Poultry Shears

UNITED CUTLERY & HARDWARE PRODUCTS CO.

108 East 16th Street New York 3, New York

Pitney-Bowes, Inc.
Standard Duplicating Machines Corp.

Sealers (Envelope, Machine, Hand Operated)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Bircher Co., Inc.
Commercial Controls Corp.
Haldon Mfg. Co., Inc.
Pitney-Bowes, Inc.
Standard Duplicating Machines Corp.

Sealers (Gummed Tape)

(See Dispensers, Gummed Tape, Sealing)

Sealers (Pressure-Sensitive Tape)

(See Dispensers, Pressure-Sensitive Tape)

Sealing Wax

BANKERS & MERCHANTS, INC.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
DENNISON MFG. CO.
Higgins Ink Co., Inc.
Pomeroy, I., Co.

Seals (Coin Bag)

(See Seals & Sealers, Lead)

Seals (Paper, Gummed)

Barrett Bindery Co.
Bartlett Label Co.
DENNISON MFG. CO.
Eureka Specialty Printing Co.
Ever Ready Label Corp.
Fenton Label Co., Inc.
Grand Rapids Label Corp.

Seals (Paper, Gummed)
(Continued from page 217)

Gum Products Press, Inc.
Kalamazoo Label Co.
Kirby-Cogeshall-Steinau Co.
Lambooy Label & Wrapper Co.
MAY, J. L., CO., INC.
Milwaukee Label & Seal Co.
Package Ad & Sealer Co.
Reyburn Mfg. Co., Inc.
St. Louis Sticker Co.
Salisbury Mfg. Co.
Shuman, Frank G., Co.
Tablet & Ticket Co., The
U-File-M Binder Mfg. Co., Inc.

Seals and Sealers (Lead)

ABBOTT COIN COUNTER CO.
AMERICAN SEAL & STAMP CO
DOWNEY, C. L., CO.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Meyer & Wenthe, Inc.
Security Seal Co.
Smith, R. H., Mfg. Co.
STEWART, R. A., & CO., INC.

Seals (Wax, Hand Stamp)

AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Meyer & Wenthe, Inc.
STEWART, R. A., & CO., INC.

Second Sheets
(See Paper, Second Sheets)

Second Sheets (Pre-Fixed)
(See Carbon Sets, Carbon and Second Sheet)

Security Chests
(See Chests, Security)

Settees (Metal, Upholstered)

Ard Mfg. Co., Inc.
BLAIR ALUMINUM FURNITURE CO.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
Emeco Corp.
General Fireproofing Co.
Globe-Wernicke Co.
PRECISION MFG. CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Thomas Furniture Co.
Troy Sunshade Co.
U. S. Chaircraft Mfg. Corp.
WACO PRODUCTS, INC.

Settees (Wood, Plain)

Garland Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Sikes Co., Inc.

Settees (Wood, Upholstered)

Beaver Furniture Corp.
Berkey Leather Furniture Corp.
BRIGHT CHAIR CO., INC.
Buckstaff Co.
Carlton-Surrey, Inc.
Decker, Isaac C., Inc.
Garland Furniture Co.
Great Lakes Furniture Co.
GUNLOCKE, W. H., CHAIR CO.
Heller Furniture Ltd.
HIGH POINT BENDING & CHAIR CO.
Hudson Craftsmen, Inc.
Huntington Chair Corporation
JASPER CHAIR CO.
JASPER SEATING CO.
KENMAR MFG. CO.
Lawsonia Mfg. Co., Inc.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Modernize, Inc.
Monarch Furniture Co., Inc.
NIEMANN, INC.
Princeton Upholstery Co., Inc.

SEALS
NOTARY, CORPORATION, ETC.
AT WHOLESALE
SAME DAY SERVICE
WHEN NECESSARY
THE OFFICIAL POCKET SEAL

THE "WACKIT" SEAL
Watch Size
Weight Only 8 Oz.
ART STEEL DESK SEAL
Unbreakable

New Dies in Used Seals
AMERICAN SEAL & STAMP CO.
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PHONE CE 6-2619 CHICAGO 3, ILL.

Scerbo, Frank, & Sons, Inc.
Sikes Co., Inc.
Stanley Mfg. Co.
Stow & Davis Furniture Co.
Taylor Chair Co.
Thomas Furniture Co.
Wisconsin Chair Co.
Worden Co.
Young Chair Co.

Sharpeners (Pencil)
(See Pencil Sharpeners)

Sheet Holders
(See Holders, Sheet)

Sheet Protectors

AMBERG FILE & INDEX CO.
American Kleer-Vu Plastics, Inc.
Barrett Bindery Co.
Blank, Arthur, & Co.
Bro-Dart Industries
Buchan Loose Leaf Records Co.
CEL-U-DEX CORP.
COOKS', INC.
ELBE FILE & BINDER CO., INC.
EZYINDEX PRODUCTS CORP.
FORBES PRODUCTS CORP.
Guedon Co.
Handi-Hinge
Holson Binders, Inc.,
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Markilo
Major Services
McMillan Book Co.
MEIER, JOSHUA, CO., INC.
Melind, Louis, Co.
Plastic Fabricators Co.
Plastic Service Co.
Protex Products Sales Co.
Royal Index Tab Co.
Sheppard, C. E., Co.
SMEAD MFG. CO., INC.
Star Loose Leaf Co., Inc.
Transparent Specialties Corp.
Vita Specialties Co.
WILSON JONES CO.

Shelf Boxes (Stationers')
(See Boxes, Shelf, Stationers')

Shelf Label Holders
(See Label Holders—Shelf, Drawer)

Shelving (Steel)

ALL-STEEL EQUIPMENT INC.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BORROUGHS MFG. CO.
Clark, R. K., Co.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
CORRY-JAMESTOWN MFG. CORP.
Equipto Div., Aurora Equipment Co.
Estey Metal Products, Inc.
Fort Steuben Metal Products Co.
Franklin, Bernard, Co., Inc.
Gardner Mfg. Co.
General Fireproofing Co.
Globe-Wernicke Co.
Herring-Hall-Marvin Safe Co.
Hirsh, S. A., Mfg. Co.
Hope Metal Products, Inc.
Interior Steel Equipment Co.
Jayem Sales Corp.
Lennox Metal Mfg. Co., Inc.
Lyon Metal Products, Inc.
Midland Manufacturing, Inc.
Midwest Metal Mfg. Co.
NEIMAN STEEL EQUIPMENT CO., INC.
Neubauer Mfg. Co.
Otis Steel Products Co.
Penn Metal Corp. of Penna.
Remington Rand Inc.
Remle Corp.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Service Steel Products Corp.
Simplex Metal Products, Inc.
Stansteel Corp.
Steel Furniture Mfg. Co.
Supreme Steel Products, Inc.
Top Flight Products Co., Inc.
Universal Steel Equipment Corp.
Virginia Metal Products, Inc.

Neiman STEEL Shelving

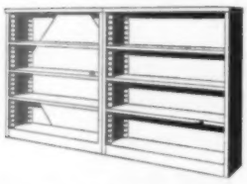
Modern, Adaptable shelving units. Open type, Closed type or closed type with doors. Available in a wide range of sizes. Made of quality steel handsomely finished in olive-green baked enamel. Provides up to 40% more capacity for office storage space.
Write for catalog 30.
Manufacturers NEIMAN Since 1932
STEEL EQUIPMENT CO., INC.
BALFOUR & VENANGO STS.
PHILADELPHIA 34, PA.

BORROUGHS PRODUCTS

"Here's a money making line, lads . . . better get acquainted!"

SLIDING DOOR STORAGE CABINETS

WRAP RACKS



BOOKCASES AND STORAGE UNITS

LIBRARY SHELVING

Write for Catalog

BORROUGHS MANUFACTURING CO.

Subsidiary of the American Metal Products Company

3002 NORTH BURDICK KALAMAZOO, MICHIGAN

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Excellent Cabinet Works Co.
Globe-Wernicke Co.
Great Lakes Store & Office Fixture Co.
Lyon Metal Products, Inc.
Myrtle Desk Co.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

Shields (Erasing)

(See Erasing Shields, Typewriter)

Shipping Room Supplies

(See Specific Product Desired)

Shock Absorbers (Typewriter)

(See Pads, Typewriter)

Shoes (Furniture)

(See Caster Cups)

Shorthand Machine Supplies

Kirk Brevitype Corp.
Pengad Mfg. Co.
Stenographic Machines, Inc.
Stenotype Co.
Stenotype Supplies Co.

Shorthand Machines

Kirk Brevitype Corp.
Stenographic Machines, Inc.
Stenotype Co., The
Sweeney, Joseph Lee

Show Card Colors, Inks

American Art Clay Co.
American Crayon Co.
Art Crayon Co., Inc.
Binney & Smith Co.
Botts Mfg. Co.
BRADLEY, MILTON, CO.
Brown, Arthur, & Bro.
Carter's Ink Co.
Craftint Mfg. Co.
Davids, Thaddeus, Ink Co., Inc.
Davids, W. I., & Co.
Favor, Ruhl & Co.
Floquil Products, Inc.
Grumbacher, M., Inc.
HUNT, C. HOWARD, PEN CO.
Nobema Products Corp.
Palmer Show Card Paint Co., Inc.
Ruxton Products, Inc.
Sanford Ink Co.
Sherwin-Williams Co.
Speedry Products, Inc.
Stafford, S. S., Inc.
Superior Marking Equipment Co.
Weber Costello Co.
Weber, F., Co., Inc.

Showcard and Poster Board

(See Illustration Boards, Bristols)

Showcases

(See Fixtures, Store, Showcases

Shredding Machines (Paper)

(See Paper Shredders)

Sign Making Kits (Rubber Type)

(See Printing Outfits, Rubber Type)

Sign Making Machines

Embosograph Corp. of America
Morgan Co.

Signals (Index Card)

Automatic File & Index Co.
BOORUM & PEASE CO.
CEL-U-DEX CORP.
Cook, H. C., Co.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
Graff, George B., Co.
Index Sales Corp.
Prudon Specialty Mfg. Co.
Remington Rand Inc.
Smith, Charles C., Inc.
Super Vision, Inc.
U-File-M Binder Mfg. Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Signals (Keyhole, Safety Deposit Box)

Hampden Mfg. Co.
MOSLER SAFE CO.

Signals (Visible Record)

Acme Visible Records, Inc.
Automatic File & Index Co.
CEL-U-DEX CORP.
Cook, H. C., Co.
EZYINDEX PRODUCTS CORP.
Filing Equipment Bureau, Inc.
Globe-Wernicke Co.
Graff, George B., Co.
Index Sales Corp.
Remington Rand, Inc.
Sheppard, C. E., Co.
Smith, Charles C., Inc.
Stationers Loose Leaf Co.
U-File-M Binder Mfg. Co., Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Visirecord, Inc.
Vue-Fax Corp.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Signature Books

(See Books, Blotter)

Signature Machines

Addressograph-Multigraph Corp.
Autopen Sales & Service Co.
Rapidprint Time Recorders, Inc.
Signature Co.
Waterman Pen Co., Inc.

Signs (Changeable Letter)

ACME BULLETIN & DIRECTORY BOARD CORP.
Acromark Co.
Adams, S. G., Co.,
BANKERS & MERCHANTS, INC.
Clark, R. W., Mfg. Co.
Clark, W. L., Co., Inc.
Coast Directory Co.
DAVENPORT, A. C., & SON, INC.
Erco Mfg. Co.
Krengel Mfg. Co., Inc.
Matthews, James H., & Co.
Tablet & Ticket Co.
Topflight Tape Co.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Signs (Decalcomania)

Adams, S. G., Co.
Duro Decal Co., Inc.
Krengel Mfg. Co., Inc.
Meyercord Co.
National Decalcomania Corp.
Palm Bros. Decalcomania Co.

Signs (Electric, Interior)

ACME BULLETIN & DIRECTORY BOARD CORP.
Artmor Plastics Corp.
DAVENPORT, A. C., & SONS, INC.
Metallic Arts of New England, Inc.
Plastic Service Co.
Stafford Mfg. Co., Inc.

Signs (Holiday, Bank, Etc.)

ABBOTT COIN COUNTER CO.
ACME BULLETIN & DIRECTORY BOARD CORP.
Adams, S. G., Co.
Anderson & Sons, Inc.

Signs (Holiday, Bank, Etc.)
(Continued from page 219)

Artmor Plastics Corp.
Bank Products Co.
BANKERS & MERCHANTS, INC.
Bildey Products Corp.
Clark, R. W., Mfg. Co.
International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
NU-CRAFT PRODUCTS CO.
Pan American Bronze Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.
Wendell-Northwestern, Inc.

Signs (Metal, Exterior, For Banks, Buildings, Etc.)

Art In Bronze Foundry
Erco Mfg. Co.
International Bronze Tablet Co., Inc.
Kutch, Walter E., Co.
Matthews, James H., & Co.
Michaels Art Bronze Co., Inc.
Newman Bros., Inc.
Pan American Bronze Co.
Supersine Co. of America
Tablet & Ticket Co.
U. S. Bronze Sign Co., Inc.

Signs (Stock, Aluminum)

ABBOTT COIN COUNTER CO.
Adams, S. G., Co.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Erco Mfg. Co.
Irwin-Hodson Co.
Matthews, James H., & Co.
Pan American Bronze Co.
Stafford Mfg. Co., Inc.
Supersine Co. of America
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.

Signs (Stock, Brass)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
Pan American Bronze Co.
Pannier Corp.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.
Superior Marking Equipment Co.
U. S. Bronze Sign Co., Inc.

Signs (Stock, Bronze)

ABBOTT COIN COUNTER CO.
Acromark Co.
Adams, S. G., Co.
Anderson & Sons, Inc.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Erco Mfg. Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Kutch, Walter E., Co.
Meyer & Wenthe, Inc.
Pan American Bronze Co.
Pannier Corp.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
U. S. Bronze Sign Co., Inc.
U. S. Changeable Sign Co.
Wendell-Northwestern, Inc.

Signs (Stock, Cardboard)

Adams, S. G., Co.
ASSOCIATED STATIONERS SUPPLY CO.
Embosograph Corp. of America
Stafford Mfg. Co., Inc.
Wansco Paper Products Co., Inc.

Signs (Stock, Metal, Enameled)

Acromark Co.
Adams, S. G., Co.
American Art Works.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
Dayton Stencil Works Co.
Etching Co. of America
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Mathews Co.
Meyer & Wenthe, Inc.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.

Signs (Stock, Plastic)

ABBOTT COIN COUNTER CO.
Adams, S. G., Co.
Allied Mercantile Co.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Bildey Products Corp.
Dixie Rubber Stamp & Seal Co.
Gits Molding Corp.
HEYER CORP.
Kutch, Walter E., Co.
Parisian Novelty Co.
Plastic Fabricators Co.
Plastic Service Co.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
STEWART, R. A., & CO., INC.

Silencing Cabinets (Office Machine)

(See Cabinets, Office Machine, Silencing)

Sleeve Protectors

American Leather Mfg. Co.
Angler's Products Co.
Barwel Mfg. Co., Inc.
Blank, Arthur, & Co.
Budlew Products Co.
Cardinal Products, Inc.
COOK'S, INC.
Dr. Scat Chemical Co.
Florence Textile Products
Guedon Co.
Holson Binders, Inc.
Miller Products Co., Inc.
Plastext Co.
Plastic Service Co.
Protex Product Sales Co.
Robert Mfg. Co.
Stationers Specialty Corp.
U. S. Envelope Co.
Vita Specialties Co.

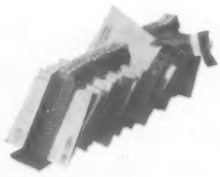
Victor ADD-A-LINE

For quick, easy listings

Erasures are no longer necessary. Each listing is on a separate easy-to-chain-together strip. Add-a-line strips can be attached to sheets and filed in ring books, folders or visible equipment.

VICTOR SORTER

Available in check or letter size, the Victor one hand Sorter will effectively organize and hold papers of almost any size.



VICTOR RECORDEX

This handy visible unit can be carried in briefcase or housed in letter size file. Choice of 20 movable or fixed pockets.

VICTOR
SAFE & EQUIPMENT
DEALER SALES DIVISION • REMINGTON RAND INC.
315 FOURTH AVENUE • NEW YORK 10, N. Y.

Slide Rules

Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Engineering Instruments, Inc.
Gilson Slide Rule Co.
Guedon Co.
Keuffel & Esser Co.
Pease, C. F., Co.
Pereles Bros., Inc.
Pickett & Eckel, Inc.
Post, Frederick, Co.
Tavella Sales Co.
Warren-Knight Co.
Weil, J. H., & Co.

Slip Sheeters

(See Duplicator Slip Sheeters)

Smoking Stands

(See Ash Stands)

Soap and Dispensers (Granulated)

Gits Molding Corp.
Huntington Laboratories, Inc.
Magnus Chemical Co., Inc.
Packwood, G. H., Mfg. Co.
Robertson, Theo. B., Products Co., Inc.

Soap and Dispensers (Liquid)

Antiseptol Co.
Gits Molding Corp.
Huntington Laboratories, Inc.
Krayer Mfg. Co.
Magnus Chemical Co., Inc.
Pioneer Mfg. Co.
Robertson, Theo. B., Products Co., Inc.

Social Security Forms and Systems

(See Forms, Social Security)

Sofas (Upholstered)

(See Furniture, Full Upholstered, Wood Frame)

Solvents (Typewriter)

(See Cleaning Bath, Typewriter)

Sorters (Check)

ABBOTT COIN COUNTER CO.
AMBERG FILE & INDEX CO.
Associated Industrial Designers
Baker Check Tray Co.
COOK'S, INC.
Currier Mfg. Co.
Dash Metal Products Co.
Duplex Sorter Co.
Kohlhaas Co., The
Le Febure Corp.
NU-CRAFT PRODUCTS CO.
Remington Rand Inc.
Savasort Co.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sortergraf Co.
Speedo-Sort Co.
Strayer Coin Bag Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Ulrich Planfiling Equipment Corp.
Yawman and Erbe Mfg. Co.

Sorters (Correspondence, Etc., Flat Type)

(See Also Cabinets, Pigeon-Hole; Distributors, Envelope, Letter, Statement; Work Distributors)

AMBERG FILE & INDEX CO.
Associated Industrial Designers

COOK'S, INC.
Geller, J. R., Co.
Globe-Wernicke Co.
Rate Service Bureau
Remington Rand Inc.
Savasort Co.
Sortergraf Co.
Speedo-Sort Co.
Work-Organizer Specialties Co.

Sorters (Correspondence, Etc., Upright Type)

ABBOTT COIN COUNTER CO.
Adams S. G., Co.
Associated Industrial Designers
Automatic File & Index Co.
DEHLER MFG. CO., INC.
Goodfrend Metal Products Co.
Kohlhaas Co.
LeFebure Corp.
LIT-NING PRODUCTS CO.
Regina Metal Products Corp.
Remington Rand Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEEL PARTS MFG. CO.
Strayer Coin Bag Co.
Ulrich Planfiling Equipment Corp.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Sorting Devices (Card, Rod Type)

(See Card Sorting Systems, Rod Type)

Sorting Machines (Coin)

(See Coin Sorters)

Sorting Machines (Punched Card)

(See also Card Sorting Systems, Rod Type)

International Business Machines Corp.
Remington Rand Inc.
Samas Punched Card Div

Sorting or Posting Trays

(See Trays, Sorting)

Sorting Racks (Mail)

(See Racks, Mail Sorting)

Speaker's Stands

(See Lecterns)

Spirit Duplicators

(See Duplicators, Spirit)

Sponge Cups

BAINBRIDGE, KIMPTON & HAUPT, INC.
Beaumont Co.
Canton Glass Co., Inc.
Gabe Mfg. Corp.
I.D.L. MFG. & SALES CORP.
MAYFAIR CO.
Morris, Bert M., Co.
Northeastern Plastics, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sneath Glass Co.
Style-Crafters, Inc.
Weeks, Frank A., Mfg. Co.

Sponges

Du Pont, E. I., de Nemours & Co.
Firestone Rubber & Latex Products Co.
Gabe Mfg. Corp.
Goodrich, B. F., Co.
I.D.L. MFG. & SALES CORP.
Nassau Sponge Co.
Schroeder & Tremayne, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
Sponge Rubber Products Co.
Weeks, Frank A., Mfg. Co.

Spot Carbonizing

Accurate Sales Book Co.
American Business Systems
American Carbon Paper Mfg. Co.
E-Z Sort Systems, Ltd.
Gilkey, W. S., Printing Co.
McBee Co.
Moore Business Forms, Inc.
Rediform Division
Rotary Printing Co.
Sheppard, C. E., Co.
Transkript Corp.
U. S. CARBON & RIBBON MFG. CO., INC.
Watt & Gillogly, Inc.
Workman Mfg. Co.

Stamp Affixers

Commercial Controls Corp.
Office Accessories Corp.
Pitney-Bowes, Inc. (Combined with Sealer)

Stamp Albums

(See Albums, Stamp)

Stamp Boxes

(See Boxes, Postage Stamp)

Stamp Holders and Dispensers

(See Dispensers, Stamp)

Stamp Pads

(See Pads, Rubber Stamp)

Stamp Racks

(See Racks, Rubber Stamp)

Stamp Vending Machines

Commercial Controls Corp.
Postage Stamp Machine Co.
Schermack Products Corp.

Stamps (Rubber)

(See Rubber Stamps)

Stamps (Time)

(See Time Stamps)

Standing Mats (Rubber)

(See Mats, Standing, Rubber)

Stands (Billing, Bookkeeping Machine)

Cramer Posture Chair Co., Inc.
Flewelling, L. C., Co.
Harter Corp.
Karl Mfg. Co.
Le Febure Corp.
Maso Steel Products
MEILINK STEEL SAFE CO.
Metalstand Co.
National Cash Register Co.
POSTING EQUIPMENT CORP.
SHERMAN-MANSON DIV.
Shipman-Ward Mfg. Co.
Tiffany Stand Co.
Toledo Guild Products, Inc.
Toledo Metal Furniture Co.

Stands (Book)

(See Racks, Book)

Stands (Coat and Hat)

(See Costumers; Also Racks, Hat and Coat)

Stands (Dictionary, Metal)

Duplex Book Stand Co.
Franklin Table Co.
HASKELL, INC.
Karl Mfg. Co.
SHERMAN-MANSON DIV.

Stands (Dictionary, Wood)

Beckley-Cardy Co.
Franklin Table Co.
Gaylord Bros., Inc.
Globe-Wernicke Co., The
Hanes Chair & Furniture Co., Inc.
Hartco Mfg. Co., Inc.
Ideal School Supply Co.
Imperial Methods Co.
Kelley-Mennes Mfg. Co.
MERRIAM, G. & C., CO.
QUIGLEY FURNITURE CO.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
STEMPEL MFG. CO.

Stands (Duplicator)

(See Cabinets, Duplicator)

Stands (Posting)

(See Trays, Posting)

Stands (Reading)

(See Racks, Reading)

Stands (Smoking)

(See Ash Stands; Ash Trays)

Stands (Telephone, Metal)

ALL-STEEL EQUIPMENT INC.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
DOLIN METAL PRODUCTS, INC.
Fluorescent Lighting Laboratories, Inc.
Geller, J. R., Co.
General Fireproofing Co.
Globe-Wernicke Co.
Halverson Specialty Sales
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Metalstand Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Rockway Products Co. (Portable)
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
Vanguard Engineering & Mfg. Co.
Yawman and Erbe Mfg. Co.

Stands (Telephone, Wood)

Alma Desk Co.
Avalon Products, Inc.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Donie Chair & Mfg. Co., Inc.
DORO MFG. CO.
Excellent Cabinet Works Co.
Executive Furniture, Inc.
Flewelling, L. C., Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
Kenwood Corp.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
Merchants Box Co.
Myrtle Desk Co.
National Cabinet Co.
Nucraft Furniture Co.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
STEMPEL MFG. CO.
Standard Furniture Co.
Stow & Davis Furniture Co.
Toledo Guild Products, Inc.
Wells Furniture Mfg. Co.
Worden Co.

a solid foundation for office machines

IDEAL Series 23 STANDS

Equipped with Quick Operating Raising and Lowering Device

- Frames are of 1" tubular steel, finished in baked-on enamel
- Tops and shelves of 5-ply genuine wood veneer with square edges
- Stands supplied with or without raised or flush drop shelves, stationery cabinets or drawers

SHERMAN-MANSON

Division of Mississippi Aluminum Corp.

CELINA ROAD ST. MARYS, OHIO

Write for new Catalog showing complete line of Ideal Tubular Steel Stands and Stools

JASPER TABLE CO., INC.
Marshallan Mfg. Co.
Remington Rand Inc.
RISHEL, J. K., FURNITURE CO.
Standard Furniture Co.
STEMPEL MFG. CO.
Welch Industries
Wells Furniture Mfg. Co.

Stands (Umbrella)

Biltwell Products Co.
Eastern Metal Spinning Co.
ERIE ART METAL CO., INC.
Glaro Machine Products Co., Inc.
Ken-Ro-Bil Corp.
QUIGLEY FURNITURE CO.
Tubecrafters Sales Division
VOGEL-PETERSON CO.

Staple Removers

ACE FASTENER CORP.
American Machine Works, Inc.
APSCO PRODUCTS, INC.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Hotchkiss, E. H., Co.
I.D.L. MFG. & SALES CORP.
KENWORTH MFG. CO.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Mutual Stationers Supply Corp.
Precision Staple Corp.
Sargent & Co.
SPEED PRODUCTS CO., INC.
WILSON JONES CO.

Staplers (Desk, Electric)

Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Staplex Co.

Staplers (Desk, Hand)

ACE FASTENER CORP.
APSCO PRODUCTS, INC.
ARROW FASTENER CO., INC.
Bates Mfg. Co.

Practically impossible to upset. No sway, no tip, no skid...no more high repair bills due to accidental damage!
Design-constructed to serve 4 ways:

1. Provides a safe, rock-firm foundation
2. Styled to blend with modern offices
3. Offers most leg room...no snagged hose, bruised shins
4. Increases employee efficiency

Protect your investment with Styline

Send card for FREE folder on complete line!

Weber Brothers METAL WORKS

108-At North Jefferson St., Chicago 6, Ill.
QUALITY PRODUCTS SINCE 1885

Stands (Typewriter, Metal)

(See also Swinging Shelf Attachment, Desk)

Advance Industries
Ames Supply Co.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
ASSOCIATED STATIONERS SUPPLY CO.
COLE STEEL EQUIPMENT CO., INC.
Cramer Posture Chair Co., Inc.
Dixie Chrome Products, Div.
Dorset Steel Equipment Co.
Flewelling, L. C., Co.
Goodfrend Metal Products Co.
Harter Corp.
Halverson Specialty Sales
HASKELL, INC.
Jayem Sales Corp.
Karl Mfg. Co.
Ken-Ro-Bil Corp.
KOL, INC.
Lennox Metal Mfg. Co., Inc.
Marshallan Mfg. Co.
Maso Steel Products
MAYFAIR CO.
MEILINK STEEL SAFE CO.
Metalstand Co.
POSTING EQUIPMENT CORP.
Remington Rand Inc.
Riteform Chair Co., Inc.
SHERMAN-MANSON DIV.
Shipman-Ward Mfg. Co.
STEEL PARTS MFG. CO.
Tiffany Stand Co.
Toledo Guild Products, Inc.
Toledo Metal Furniture Co.
Tri-Par Mfg. Co.
Tubular Specialty Mfg. Co.
Vanpe, Inc.
WEBER BROS. METAL WORKS
Welch Industries

Stands (Typewriter, Wood)

(See also Swinging Shelf Attachment, Desk)

Donie Chair and Mfg. Co., Inc.
Flewelling, L. C., Co.
Hanes Chair & Furniture Co., Inc.

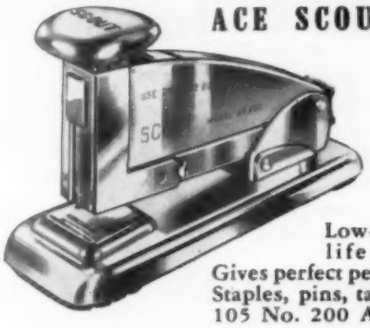
ACE PILOT

Gives extra years of stapling satisfaction. Staples and pins. Loads 210 Ace staples.

ACE STANDARD

Sturdiest most durable stapler . . made for a lifetime of perfect performance. Staples and pins. Loads 210 Ace staples.

ACE SCOUT



Low-cost, long-life stapler. Gives perfect performance. Staples, pins, tacks. Loads 105 No. 200 Ace staples.

ACELINER

World's finest 4-way stapler. 1. staples, 2. pins, 3. tacks, 4. hand fastens. Beautiful, streamlined design. Efficient, durable, most satisfactory. Loads 210 staples.

ACE STAPLES

Top quality. Assure best stapling performance. Highest tensile penetrating strength.

ACE STAPLE REMOVER

Snaps out clinched staples in a jiffy without damage to papers or fingernails. Durable, efficient, attractive.

ACE CLIPPER

Stapling Pliers

Big favorite with florists, dry cleaners, stores, schools, factories. Lightweight, easy action, perfect performance. Loads 210 staples.

Each ACE product can be recommended with confidence as THE *TOP QUALITY* in its price class. It can be depended upon to operate smoothly and efficiently day after day, year in and year out, with watch-like mechanical precision. Stock and feature the *full line.* Step up your unit of sale and profit by including ACE Staples and the ACE Staple Remover with every stapling machine you sell!

SOLD EXCLUSIVELY THROUGH DEALERS

ACE®

The WORLD'S FINEST

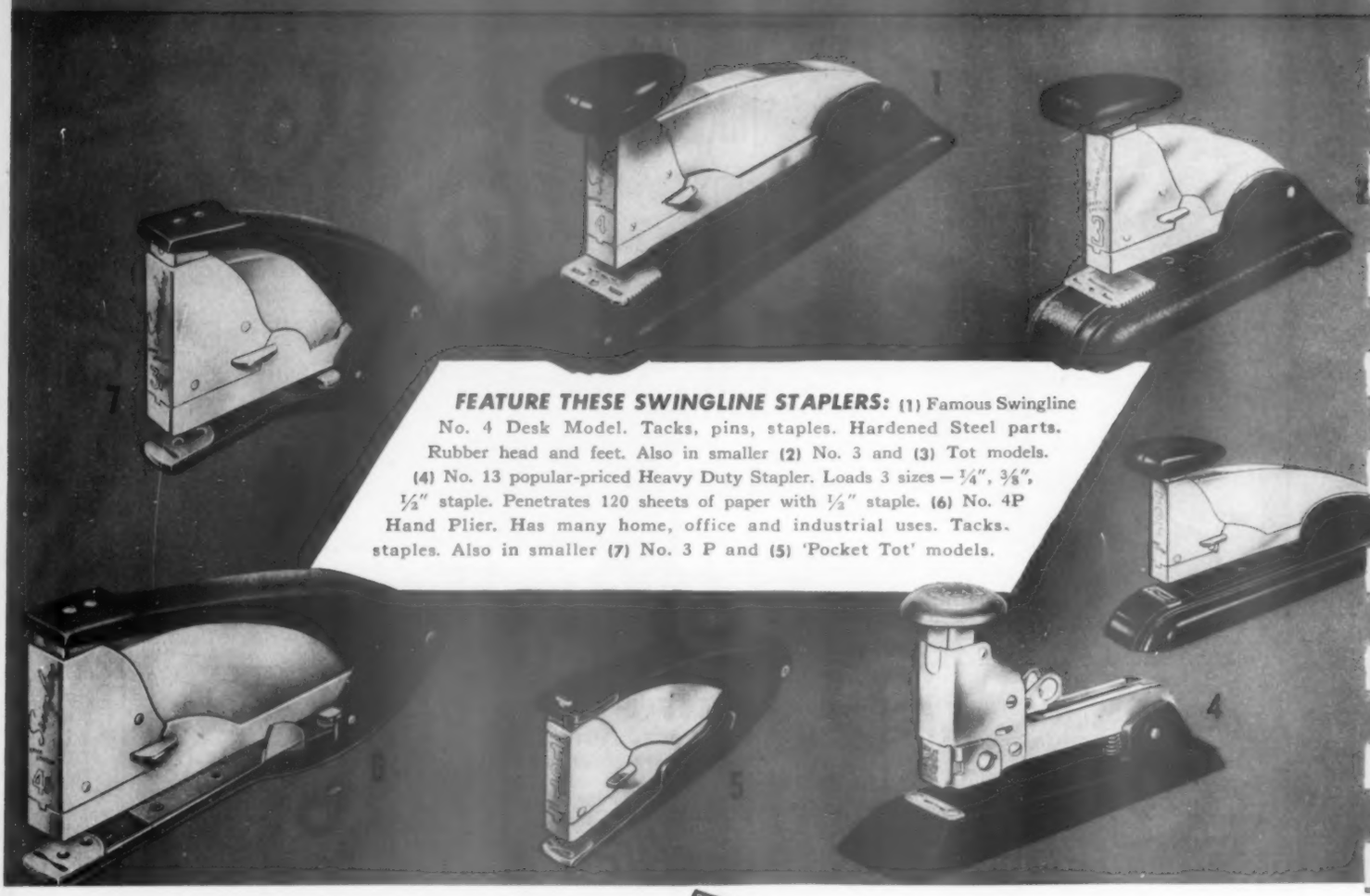
Stapling Machines for Every Purse and Purpose

The WORLD'S FINEST

ACE FASTENER CORPORATION • 3415 NORTH ASHLAND AVENUE • CHICAGO

IN CANADA: ACE FASTENER (CANADA) LTD., 6705 UPPER LACHINE ROAD, MONTREAL 28 • 770 DU PONT STREET, TORONTO 4

Swingline . . . a name you can depend on



FEATURE THESE SWINGLINE STAPLERS: (1) Famous Swingline No. 4 Desk Model. Tacks, pins, staples. Hardened Steel parts. Rubber head and feet. Also in smaller (2) No. 3 and (3) Tot models. (4) No. 13 popular-priced Heavy Duty Stapler. Loads 3 sizes — ¼", ⅜", ½" staple. Penetrates 120 sheets of paper with ½" staple. (6) No. 4P Hand Plier. Has many home, office and industrial uses. Tacks. staples. Also in smaller (7) No. 3 P and (5) 'Pocket Tot' models.

"Tot 50"

STAPLING KIT

Thousands of uses in the home, school, office, playroom. Complete with 1,000 staples in attractive plastic kit.

SPEEDPOINT STAPLES

IN NEW PLASTIC RE-USE BOX AT NO EXTRA COST

Pointed extra sharp for greater penetration. Best for all standard staplers.

SPEED products company, inc.

32-01 QUEENS BLVD. • LONG ISLAND CITY 1, N. Y.

SPEED Swingline

MARKWELL "Fasten-ating" STAPLERS

"In many localities 2 out of 3 staplers in use are Markwells."

"RF" STAPLE-MASTER

STAPLES
PINS
TACKS

Loads 3 lengths of Staples:
"RF" (¼"), "RFD" (5/16") & "RFL" (⅜")

STAPLE-MASTER - 5" throat — loads 250 Staples... LIST PRICE $8.50*

"SX" STA-PLYER

Brass Hammertone Finish

LIST PRICE
$4.60*

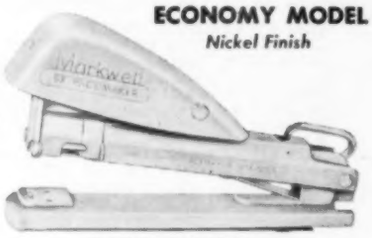
STAPLES & PINS
Loads 100 "SX" Staples

"Better staplers for more people at lower cost . . . since 1919."

"SX" PACEMAKERS

ECONOMY MODEL
Nickel Finish

LIST PRICE $1.60*



STAPLES & TACKS

DE LUXE MODEL
Chromium Finish

LIST PRICE $3.00*

STAPLES, PINS & TACKS

REGULAR MODEL
Grey Wrinkle Finish
List Price $2.00*

"MP3" & "MP4" SUPER STAPLER

PRICE
$9.75*

2⅝" throat

"MP4" loads 157 round wire "P4A" (¼" leg) & "P4C" (⅜" leg) Staples
"MP3" loads 84 flat wire "P3A" (¼" leg) & "P3C" (⅜" leg) Staples

"RW" STAPLE-DREADNOUGHT

For Heavy Duty Work

LIST PRICE
$18.00

Loads 100 "RW" type heavy flat wire Staples in 3 sizes

"RH" & "RU" TACKMASTER

LIST PRICE
$8.50

Gun Type Tacker

"RH" loads 140 "RH" type heavy Staples in 2 sizes
"RU" loads 200 "RU" type fine Staples in 2 sizes

"Please write for dealer discounts."

* PRICES INCLUDE EXCISE TAX

"S-O" OBRO

Loads 210
"S-O" Staples

STAPLES
PINS
TACKS

Grey Wrinkle Finish ..... LIST PRICE $7.90*
Chromium Finish ..... LIST PRICE $9.50*

MARKWELL MFG. CO., INC.

200 HUDSON STREET
NEW YORK 13, N. Y.

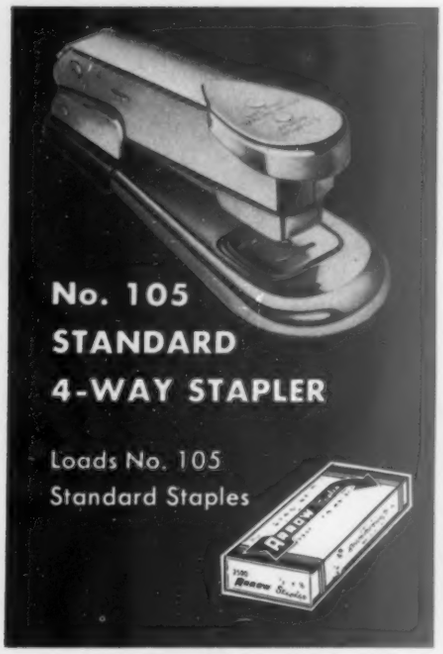
◄ SEE PAGES 4 TO 20 FOR ADDRESSES; PAGES 247 TO 278 FOR TRADE NAMES ►

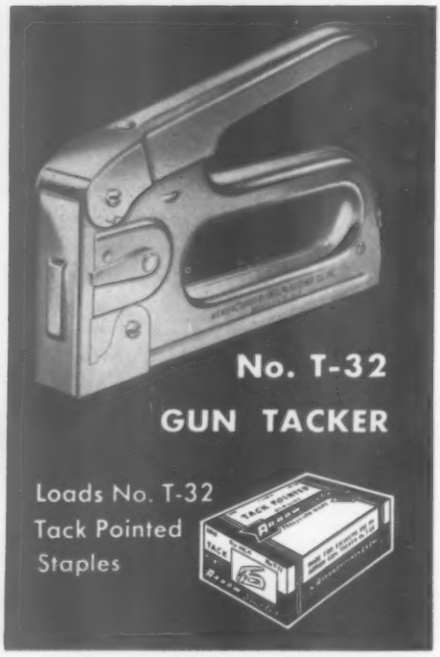
ARROW

PRECISION LOCKED

STAPLERS, TACKERS, PLIERS

THE LINE OF DEPENDABILITY





OTHER ARROW STAPLERS FOR EVERY PURPOSE — IN EVERY PRICE RANGE

WRITE FOR BOOKLET "SELLING THRU KNOWLEDGE"

ARROW FASTENER COMPANY, INC.
ONE JUNIUS STREET, BROOKLYN 12, N. Y.

Staplers (Desk, Hand)

(Continued from page 222)

Bostitch, Inc.
Bump Paper Fastener Co. (Clipless)
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Hotchkiss, E. H., Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
Neva-Clog Products, Inc.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
UNITED CUTLERY & HARDWARE PRODUCTS CO.
VAIL MFG. CO.
WILSON JONES CO.

Staplers (Industrial)

Acme Staple Co.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
SPEED PRODUCTS CO., INC.

Staplers (Plier Type)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bostitch, Inc.
Burgess Fastening Co.
Heller Co.
Hotchkiss, E. H., Co.
MARKWELL MFG. CO., INC.
Neva-Clog Products, Inc.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.
WILSON JONES CO.

Staplers (Tacking, Stapling Combination)

(See also Tacking Machines)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Heller Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
METAL SPECIALTIES MFG. CO.
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VAIL MFG. CO.
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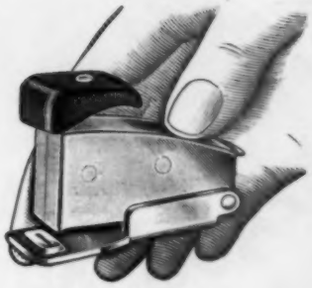

STAPLES & TACKS

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Pocket-size sensation. Sturdily built and so ingeniously constructed it is practically fool-proof. Swings open for use as a tacker. Individually mounted on colorful display card.

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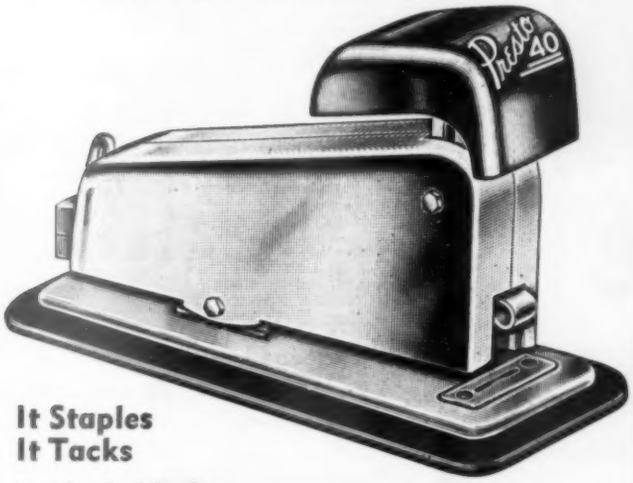

It Staples
It Tacks

Uses Standard Staples

Controlled Feed. Presto No. 40 Uni-feed is designed so that the operator must complete each stroke, making it impossible to jam one staple on top of another. With its palm-fitting plastic cap, green Hammerloid finish and generous rubber base, Presto No. 40 spells value galore.

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Streamlined beauty that would do justice to a stapler far more expensive. Priced for volume turnover to students, small businesses and even the home . . . a *personal* Stapler.

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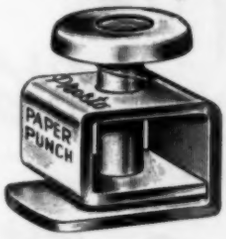
PRESTO # 51-S PAPER PUNCH



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Comes equipped with three heads but in split seconds can be adjusted for any combination from two-hole to seven-hole. A rich over-all rubber base cushions and quiets the operation. Presto No. 53-B is top value in light-duty punches. Fits in drawer or brief case.

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Burgess Fastening Co.
Fastener Corp.
Heller Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
Neva-Clog Products, Inc.
SPEED PRODUCTS CO., INC.
Staplex Co.

Staples (Office)

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All Type Staple Co.
American Machine Works, Inc.
APSCO PRODUCTS, INC.
ARROW FASTENER CO., INC.
Bates Mfg. Co.
Bostitch, Inc.
Burgess Fastening Co.
Fastener Corp.
Heller Co.
Hotchkiss, E. H., Co.
Majestic Staple Co.
MARKWELL MFG. CO., INC.
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Noesting Pin Ticket Co., Inc.
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Prym, Wm., Inc.
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Tip Top Mfg. Co.
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(See Distributors, Envelope, Letter, Statement)

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(See Racks, Stationery, Desk Drawer)

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(See Pen Points, Steel)

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Garvey Fountain Brush & Ink Co.
Gibson, A. C., Co., Inc.
Ideal Stencil Machine Co.
Link Paper Co.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
STEWART, R. A., & CO., INC.

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(See Brushes, Marking, Stencil)

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Rex-Rotary Distributing Corp.

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MARSH STENCIL MACHINE CO.

Stencil Files

(See Files, Stencil)

Stencil Stamps

(See Duplicators, Stencil, Rocker Type)

Stencils (Addressing Machine, Fiber)

Addressoplate Corp.
Address-O-Rite Stencil & Machine Co.
American Addressing Machine Corp.
Elliott Addressing Machine Co.
Mailers Equipment Co.

Stencils (Addressing Machine, Metal)

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Addressoplate Corp.
Address-O-Rite Stencil & Machine Co.
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Tru-Rite, Inc.
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Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Irwin-Hodson Co.
Krengel Mfg. Co., Inc.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
STEWART, R. A., & CO., INC.
Wendell-Northwestern, Inc.

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AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Botts Mfg. Co.
Dayton Stencil Works Co.
Diagraph-Bradley Industries, Inc.
Dri-Flo Mfg. Co.
Ellis, H. R., Co.
Force, Wm. A., & Co.
Garvey Fountain Brush & Ink. Co.
Gibson, A. C., Co., Inc.
Hanson, C. H., Co.
Ideal Stencil Machine Corp.
Krengel Mfg. Co., Inc.
Irwin-Hodson Co.
MARSH STENCIL MACHINE CO.
Matthews, James H., & Co.
Meyer & Wenthe, Inc.
Spencer, S. M., Mfg. Co.
Stafford Mfg. Co., Inc.
Stenhouse, A., & Co.
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(See Copyholders)

Stenographers Note Books

(See Note Books, Stenographic)

Stenographic Machines

(See Shorthand Machines)

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AUTOMATIC ADJUSTABLE CHAIRS and STOOLS

Choice of 18 Chair Models

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(See Files, Stick, Spindle)

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(See Forms, Business, Stock)

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(See Forms, Stock Control Record)

Stool Swivels

(See Chair Irons and Swivels)

Stools (Bookkeepers, Cashiers, Metal)

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Angle Steel, Inc.
Ard Mfg. Co., Inc.
BLAIR ALUMINUM FURNITURE CO.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Dixie Chrome Products
Emeco Corp.
FRITZ-CROSS CO.
General Fireproofing Co.
HAMILTON MFG. CORP.
Harter Corp.
King Posture Chair Co.
Lyon Metal Products, Inc.
Maso Steel Products
MAYLINE CO., INC.
Metal Office Furniture Co.
Metalstand Co.
MILWAUKEE METAL FURNITURE CO.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SHERMAN-MANSON DIV.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
WACO PRODUCTS, INC.
Welch Industries

Stools (Bookkeepers, Cashiers, Wood)

GUNLOCKE, W. H., CHAIR CO.
HIGH POINT BENDING & CHAIR CO.
INDIANA CHAIR CO.
JASPER CHAIR CO.
JASPER SEATING CO.
Johnson Chair Co.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Remington Rand Inc.
Sikes Co., Inc.
Taylor Chair Co.

Stools (Factory)

Adirondack Chair Co.
AJUSTO EQUIPMENT CO.
Angle Steel, Inc.
Dependable Mfg. Co.
Lyon Metal Products, Inc.
MAYLINE CO., INC.
Royal Metal Mfg. Co.
SHERMAN-MANSON DIV.
Standard Pressed Steel Co.
STURGIS POSTURE CHAIR CO.
Toledo Metal Furniture Co.
WACO PRODUCTS, INC.
Welch Industries

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Automatic File & Index Co.
COLE STEEL EQUIPMENT CO., INC.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Flewelling, L. C., Co.
Harter Corp.
KOL, INC.
Maso Steel Products
MAYFAIR CO.
Metal Office Furniture Co.
Metalstand Co.
Remington Rand Inc.
Royal Metal Mfg. Co.
Shaw-Walker Co.
SHERMAN-MANSON DIV.
STEEL PARTS MFG. CO.
Toledo Metal Furniture Co.
VICTOR SAFE & EQUIPMENT CO., INC.
WACO PRODUCTS, INC.
Welch Industries
Yawman and Erbe Mfg. Co.

Stools (Filing, Wood)

GUNLOCKE, W. H., CHAIR CO.
MARBLE, B. L., CHAIR CO.
MILWAUKEE CHAIR CO.
Remington Rand Inc.

Stop Watches (Time Study)

(See Watches, Stop, Time Study)

Storage Cabinets

(See Cabinets, Storage)

Storage Files

(See Files, Storage)

Storage-Wardrobe Cabinets (Combination)

(See Cabinets, Storage-Wardrobe Combination)

Store Display Fixtures

(See Fixtures, Store, Display Racks and Stands)

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ABBOTT COIN COUNTER CO.
Ames Safety Envelope Co.
Brandt Automatic Cashier Co.
DOWNEY, C. L., CO.
Exline, William, Inc.
Nashua Package Sealing Div.
National Fiberstok Envelope Co.
Pap-R Products
Sattley Co.
Spurgin Mfg. Co.
Strayer Coin Bag Co.

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Bushnell, Alvah, Co.
COOKE & COBB CO.
Reif, A., & Co.
Schlegel Mfg. Co.
Sturges Mfg. Co.

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Auburn Mfg. Co.
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(See Straps, Bill, Currency)

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BANKERS BOX CO.
Keystone Envelope Co.
MAY, J. L., CO., INC.
National Fiberstok Envelope Co.
Perfection Box Co.
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(See Boxes, Cash)

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Gestetner Duplicator Corp.
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Post-O-Graf Mfg. Co.
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Smith, H. E., Co.
Smith Mfg. Co.
Speed-O-Print Corp.
Technygraph Co.
Tru-Rite, Inc.
Vari-Color Duplicator Co.
VICTOR SAFE & EQUIPMENT CO., INC.

Stylographic Pens

(See Fountain Pens, Ink Pencil)

Summary Boards

(See Peg Boards, Accounting)

Supports (Letter Tray)

(See Tray Supports, Letter Tray)

Supports (Shelf, Typewriter, Desk)

(See Typewriter Desk Shelf Supports)

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Adjusto-Swing Office Machine Stands Co.
Globe-Wernicke Co.
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(See Tables, Folding and Banquet)

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ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
BLAIR ALUMINUM FURNITURE CO.
General Fireproofing Co.
Globe-Wernicke Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Metal Office Furniture Co.
ORNA METAL PRODUCTS CO.
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Yawman and Erbe Mfg. Co.

Tables (Directors', Wood)

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Garland Furniture Co.
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HOOSIER DESK CO.
IMPERIAL DESK CO.
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JASPER OFFICE FURNITURE CO.
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Mutschler Bros. Co.
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Shelbyville Desk Co.
Sloane, W. & J.
Standard Furniture Co.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

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BERGER MFG. DIVISION
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Crown Products Co.
Equipto Div., Aurora Equipment Co.
Haldeman-Langford Mfg. Co.
HASKELL, INC.
Howe Folding Furniture, Inc.
Lyon Metal Products, Inc.
Marshallan Mfg. Co.
P.B.R. Mfg. Co.
PEERLESS STEEL EQUIPMENT CO.
Roto-Table Co.
Royal Metal Mfg. Co.
Service Steel Products Corp.
Steel Furniture Mfg. Co.
STEEL PARTS MFG. CO.
Troy Sunshade Co.
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Excellent Cabinet Works Co.
Great Lakes Store & Office Fixture Co.
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Heller, W. C., & Co.
Leopold Co.
JASPER DESK CO.
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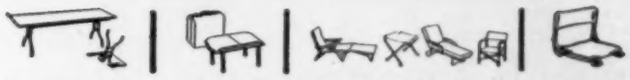

Atlas Folding Legs | Snack-Pak | Outdoor Chairs | Stadium Seat

QUIGLEY FURNITURE CO.
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Standard Furniture Co.
Store-Kraft Mfg. Co.
Weber Showcase & Fixture Co., Inc.

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(See Drafting Equipment)

Tables (End Tables)

(See Furniture, Reception Room)

Tables (Folding and Banquet)

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Ard Mfg. Co., Inc.
Auburn Heights Mfg. Co. (Tilting Utility)
Crown Products Co.
De Saussure Equipment Co.
Douglas Mfg. Corp. (Election)
Ferguson Bros. Mfg. Co.
Flewelling, L. C., Co.
Fort Massac Chair Co.
General Fireproofing Co.
Haldeman-Langford Mfg. Co.
HAMILTON MFG. CORP. (FOLDING UTILITY)
Hanes Chair & Furniture Co., Inc.
Howe Folding Furniture, Inc.
Ken-Ro-Bil Corp.
Luxem, James P., Co.
Midwest Folding Products
Myrtle Desk Co.
ORNA METAL PRODUCTS CO.
P.B.R. Mfg. Co.
Rastetter, Louis, & Sons Co.
Royal Metal Mfg. Co.
Seating, Inc.
Shwayder Bros., Inc.
Stakmore Co., Inc.

Tables (Mail Room)

All-Purpose Metal Equipment Corp.
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24" L 18" W 30" H
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Tables (Mail Room)

(Continued from page 231)

ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
Clark, R. K., Co., Inc.
Commercial Controls Corp.
DORO MFG. CO.
Equipto Div., Aurora Equipment Co.
General Fireproofing Co.
HASKELL, INC.
Haldeman-Langford Mfg. Co.
Hope Metal Products, Inc.
Interior Steel Equipment Co.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Lyon Metal Products, Inc.
P.B.R. Mfg. Co.
PEERLESS STEEL EQUIPMENT CO.
Pitney-Bowes, Inc.

Tables (Office, Metal)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
ARNOT-JAMESTOWN CORP.
ART METAL CONSTRUCTION CO.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
BLAIR ALUMINUM FURNITURE CO.
BROWNE-MORSE CO.
Clark, R. K., Co., Inc.
COLUMBIA STEEL EQUIPMENT CO.
CORRY-JAMESTOWN MFG. CORP.
Dixie Chrome Products, Div.
Doehler Metal Furniture Co., Inc.
General Fireproofing Co.
Globe-Wernicke Co.
Griggs Equipment Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Lyon Metal Products, Inc.
Marshallan Mfg. Co.
Metal Office Furniture Co.
Metalstand Co.
ORNA METAL PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
PRECISION MFG. CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Royal Metal Mfg. Co.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
SHERMAN-MANSON DIV.
Steel Furniture Mfg. Co.
Toledo Metal Furniture Co.
U. S. Chaircraft Mfg. Corp.
Vanpe, Inc.
WACO PRODUCTS, INC.
Watson Mfg. Co.
WESTERN MFG. CO.
Yawman and Erbe Mfg. Co.

don't hide it!

Even though the BUYERS INDEX ISSUE is one of your most important business assets, don't keep it locked in the safe. Don't even hide it in a desk drawer.

For the Index will have its greatest value only when it is easily accessible to everyone in your store.

Designate a permanent location for this directory and make sure that each employee knows where it is. The BUYERS INDEX ISSUE gives **CORRECT INFORMATION WHEN YOU NEED IT!**

Tables (Office, Wood)

Alma Desk Co.
Avalon Products, Inc.
Buckstaff Co.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Clemco Desk Mfg. Co.
Donie Chair and Mfg. Co., Inc.
Doten-Dunton Desk Co.
DORO MFG. CO.
Excellent Cabinet Works Co.
Executive Furniture, Inc.
Flewelling, L. C., Co.
Garland Furniture Co.
Globe-Wernicke Co.
GREGSON MFG. CO.
Great Lakes Furniture Co.
Hanes Chair & Furniture Co., Inc.
Hiebert's, C., Cabinet & Fixture Co.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Kenwood Corp.
Lehigh Desk Co.
Leopold Co.
M. J. S. FURNITURE DISTRIBUTORS, INC.
Miller, Herman, Furniture Co.
Morval Corp.
MURPHY CHAIR CO., INC.
Mutschler Bros. Co.
Myrtle Desk Co.
National Cabinet Co.
National Desk Co.
National School Equipment Co.
Nucraft Furniture Co.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
Standard Furniture Co.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.
Worden Co.

Tables (Telephone)

(See Stands, Telephone)

Tables (Tracing)

(See Drafting Equipment)

Tables (Typewriter, Metal)

Ames Supply Co.
Angle Steel, Inc.
Arlington Seating Co.
ART METAL CONSTRUCTION CO.
BERGER MFG. DIVISION
Clark, R. K., Co., Inc.
Cline, K. F., Co., Inc.
COLE STEEL EQUIPMENT CO., INC.
CORRY-JAMESTOWN MFG. CORP.
Dependable Mfg. Co.
FARBER, LOUIS H., CO.
General Fireproofing Co.
Halverson Specialty Sales
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
Ken-Ro-Bil Corp.
KOL, INC.
Lennox Metal Mfg. Co., Inc.
Lexington Metal Products, Inc.
Marshallan Mfg. Co.
Maso Steel Products
MAYFAIR CO.
Metalstand Co., Inc.
Midwest Metal Mfg. Co.
ORNA METAL PRODUCTS CO.
Remington Rand Inc.
Riteform Chair Co., Inc.
Shipman-Ward Mfg. Co.
SHERMAN-MANSON DIV.
Steel Furniture Mfg. Co.
STEEL PARTS MFG. CO.
Tiffany Stand Co.
Toledo Guild Products, Inc.
Toledo Metal Furniture Co.
Vanpe, Inc.
Welham Metal Products Co.
Yawman and Erbe Mfg. Co.

Tables (Typewriter, Wood)

Acro Wood Products Corp.
Arlington Seating Co.
BRADLEY, MILTON, CO.
Buckstaff Co.
Donie Chair & Mfg. Co., Inc.
DORO MFG. CO.
Excellent Cabinet Works Co.
FARBER, LOUIS H., CO.
Flewelling, L. C., Co.
Franklin Table Co.
Green River Boat Co.
GREGSON MFG. CO.
Hanes Chair & Furniture Co., Inc.
HOOSIER DESK CO
IMPERIAL DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Kingdom Mfg. Co.
Marshallan Mfg. Co.
Miller, Herman, Furniture Co
M.J.S. FURNITURE DISTRIBUTORS, INC.
Myrtle Desk Co.
National School Equipment Co.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Standard Furniture Co.
STEMPEL MFG. CO.
Stow & Davis Furniture Co.
Wells Chair Corp.
Wells Furniture Mfg. Co.

Tablet Arm Chairs

(See Chairs, Tablet Arm)

Tablets and Pads (Writing)

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
Blair, J. C., Co.
Bradner Smith & Co.
Central Tablet Mfg. Co.
Eastern Tablet Corp.
EATON PAPER CORP.
Elam-Elkhart Staty. Co
Ennis Tag & Salesbook Co.
Ersco
General Manifold & Ptg. Co.
Hano Paper Co., Inc.
Highland Mfg. Co.
Hyman, L., & Sons
Kurtz Bros.
Lakeside Central Co.
Maple Leaf Mfg. Co., Inc.
MOHAWK TABLET CO.
National Manifolding Co.
Osborn Paper Co.
Processed Papers
Rittenhouse Paper Co.
Roaring Spring Blank Book Co.
ROCKWELL-BARNES CO.
RUBIN'S CORP.
Saxon Paper Corp.
Universal Pad & Tablet Corp.
Vernon, S. E. & M., Inc.
Ward, Samuel, Mfg. Co.
Western Tablet & Staty. Corp.
WILSON JONES CO.
Winnebago Paper Co., Inc.

Tabs (Index)

(See Index Tabs)

Tabulating Card Files

(See Files, Tabulating Card)

Tabulating Forms

(See Forms, Tabulating)

Tabulating Machines

Denominator Co., Inc.
International Business Machines Corp.
Remington Rand Inc.
Samas Punched Card Div.

Tacking Machines (Staple)

ACE FASTENER CORP.
ARROW FASTENER CO., INC.
Bostitch, Inc.
Burgess Fastening Co.
Fastener Corp.
Hansen, A. L., Mfg. Co.
Heller Co., The

EFFICIENCY AND CHAMPION LINES

- Legal and Letter Pads
- Quadrille and Cross Section Pads
- Bill Head and Statement Tablets
- Typewriter Paper and Tablets
- Loose Leaf Filler Sheets
- Wire-O Note Books
- Receipt Books
- Adding Machine Rolls
- Scratch Pads

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Manufacturers of
EFFICIENCY and CHAMPION LINES

Majestic Staple Co.
MARKWELL MFG. CO., INC.
Precision Staple Corp.
SPEED PRODUCTS CO., INC.

Tacks (Map)

American Map Co.
Educational Exhibition Co.
Graff, Geo. B., Co. (Also Map Flags)
Hampden Mfg. Co., Inc.
Moore Push-Pin Co.
Rand McNally & Co.

Tacks (Thumb, Colored Head)

American Tack Co., Inc.
Atlas Tack Corp.
Educational Exhibition Co.
Elliott, B. K., Co.
Gabe Mfg. Corp.
Graff, Geo. B., Co.
Hampden Mfg. Co.
Moore Push-Pin Co.
Rite-O, Inc.
Shelton Tack Co.

Tacks (Thumb, Numbered Head)

Educational Exhibition Co.
Graff, Geo. B., Co.
Hampden Mfg. Co.
Moore Push-Pin Co.
Noesting Pin Ticket Co.

Tacks (Thumb, Plain Head)

A. & W. Products Co., Inc.
Alvin Co.
American Tack Co., Inc.
Atlas Tack Corp.
Cardinell Corp.
Educational Exhibition Co.
Elliott, B. K., Co.
Favor, Ruhl & Co.
Gabe Mfg. Corp.
Hampden Mfg. Co., Inc.
I.D.L. MFG. & SALES CORP.
Moore Push-Pin Co.
Noesting Pin Ticket Co., Inc.
Oakville Co.
Prym, Wm., Inc.
Simonsville Mfg. Co.
VAIL MFG. CO.
Weeks, Frank A., Mfg. Co.

Tags (Key)

Adams, S. G., Co.
AMERICAN SEAL & STAMP CO.
Anderson & Sons, Inc.
Artmor Plastics Corp.
BANKERS & MERCHANTS, INC.
Consolidated Stamp Mfg. Co., Inc.
CUSHMAN & DENISON MFG. CO.
Dayton Stencil Works Co.
DENNISON MFG. CO.
Gits Molding Corp.
Irwin-Hodson Co.
Knickerbocker Leather & Novelty Co., Inc.
Matthews, James H., & Co.
MAY, J. L., CO., INC.
Meyer & Wenthe, Inc.
Moore, P. O., Inc.
National Tag & Label Corp.
Parisian Novelty Co.
Plastic Fabricators Co.
Reyburn Mfg. Co., Inc.
Salisbury Mfg. Co.
Sanders Mfg. Co.
Spaulding Fibre Co., Inc.
Spencer, S. M., Mfg. Co.
STEWART, R. A., & CO., INC.
Wendell-Northwestern. Inc.

Tags (Luggage)

Artmor Plastics Corp.
Atlas Tag Co.
Charm Products Mfg. Co.
Chicago Saddlery Co.
Dayton Stencil Works Co.
DENNISON MFG. CO.
DOPPELT, CHARLES, & CO., INC.
Doppelt, M. A.
Ennis Tag & Salesbook Co.
Irwin-Hodson Co.
MAY, J. L., CO., INC.
Plastic Fabricators Co.
Reif, A., & Co.
Reyburn Mfg. Co., Inc.
Stationers Specialty Corp.
STEWART, R. A., & CO., INC.
Superior Plastics. Inc.

Tags (Merchandise, Price)

Atlas Tag Co.
Dancyger Mfg. Co.
Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Ticket Co.
Keener Mfg. Co.
Keystone Tag Co.
Kimball, A., Co.
MAY, J. L., CO., INC.
Merchants Industries, Inc.
Michigan Tag Co.
National Fiberstok Envelope Co.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
Plastic Fabricators Co.
Reyburn Mfg. Co., Inc.
Salisbury Mfg. Co.
Standard Envelope Mfg. Co.
Topflight Tape Co.

Tags (Metal Rim)

Dancyger Mfg. Co.
DENNISON MFG. CO.
Kimball, A., Co.
MAY, J. L., CO., INC.
Reyburn Mfg. Co., Inc.
Salisbury Mfg. Co.

Tags (Shipping)

ABBOTT COIN COUNTER CO.
Atlas Tag Co.
Campbell Box & Tag Co.
Dancyger Mfg. Co.
Denney Tag Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Tag & Salesbook Co.
International Ticket Co.
Keener Mfg. Co.
Keystone Tag Co.
Kimball, A., Co.
Marvin Envelope & Paper Co.
Matthews, James H., & Co. (Metal)

Your move for Sales

Shipping Tags
Metal Rim Tags
Marking Tags
Baggage Tags
Printed Tags
Key Tags
Identification Tags
Pin Tickets

GOOD MARK-UP ★ STEADY TURNOVER

Crepe Paper
Duplex Crepe Paper
Gummed Crepe Paper
Crepe Streamers
Flower Making Materials
Craft Instruction Books
Confetti
Guest Towels

RELATED SALES ★ IMPULSE SALES

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Cards — Tags
Seals — Ribbons
Tissue
Cellophane
Nature Seals
Everyday Seals
Holiday Seals & Cut-outs

QUALITY MERCHANDISE ★ TOP-NOTCH PACKAGING

Red Bordered Labels
Plain Gummed Labels
File Folder Labels
Addressing Labels
Parcel Post Labels
Caution & Mailing Labels
Air Mail Labels
PRES-a-ply Labels

EVERYDAY USEFULNESS ★ REPEAT SALES

Gummed Stars
Reinforcements
Lettersets
Gummed Index Tabs
Notarial Seals
Stamp Hinges
Photo Corners
Photo Title Labels

NATIONAL ADVERTISING ★ CUSTOMER ACCEPTANCE

Coin Cards
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Mending Tape
Scotch Tape
Gummed Hangers
Paper Fasteners
Poker Chips & Racks
Sealing Wax

Dennison MANUFACTURING COMPANY
FRAMINGHAM, MASSACHUSETTS

Tags (Shipping)

(Continued from page 233)

MAY, J. L., CO., INC.
Merchants Industries, Inc.
Michigan Tag Co.
National Fiberstok Envelope Co.
National Tag & Label Corp.
Reyburn Mfg. Co., Inc.
Robinson Tag & Label Co.
Salisbury Mfg. Co.
Standard Envelope Mfg. Co.
Topflight Tape Co.

Tape (Gummed, Mending)

Bro-Dart Industries
Conover, Seymour, Co.
Demco Library Supplies
DENNISON MFG. CO.
Gaylord Bros., Inc.
Gummed Tape & Devices Co.
I.D.L. MFG. & SALES CORP.
Mid-States Gummed Paper Co.
Mystik Adhesive Products
Reyburn Mfg. Co., Inc.
Seal, Inc.
WARSHAW MFG. CO., INC.
WILSON JONES CO.

Tape (Gummed, Pressure-Sensitive, Plain)

Avery Adhesive Label Corp.
Bro-Dart Industries
DENNISON MFG. CO.
Ever Ready Label Corp.
Gummed Tape & Devices Co.
Hyman, L., & Sons
Labelon Tape Co.
Minnesota Mining & Mfg. Co.
Mystik Adhesive Products
Permacel Tape Corp.
Technical Tape Corp.
Topflight Tape Co.

Tape (Gummed, Pressure-Sensitive, Printed)

Avery Adhesive Label Corp.
Bro-Dart Industries
Gummed Tape & Devices Co.
Millar, Geo. W., & Co., Inc.
Printed Cellophane Tape Co.
Tape Mark Co.
Technical Tape Corp.
Topflight Tape Co.
Vickery Tape & Machine Co., Inc.

Tape (Gummed, Sealing, Plain)

Bison Research Service
Botts Mfg. Co.
Central Paper Co.
Dry-Tab Package Sealer Co., Inc.
Ever Ready Label Corp.
Gum Products Press, Inc.
Gummed Products Co.
Gummed Tape & Devices Co.
Hano Paper Co., Inc.
Hudson Pulp & Paper Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
McKenna & Phelps, Inc.
Mid-States Gummed Paper Co.
Millar, Geo. W., & Co., Inc.
Mystik Adhesive Products (Cloth)
Nashua Package Sealing Div.
Package Ad & Sealer Co.
Paper Manufacturers Co., Inc.
Rittenhouse Paper Co.
Salsbury Corp.
Saxon Paper Corp.
Tape, Inc.
Wansco Paper Products Co., Inc.
WARSHAW MFG. CO., INC.

Tape (Gummed, Sealing, Printed)

Central Paper Co.
Gummed Products Co.
Gummed Tape & Devices Co.
Hudson Pulp & Paper Corp.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Merchants Industries, Inc.
Mid-States Gummed Paper Co.
Millar, Geo. W., & Co., Inc.
Nashua Package Sealing Div.
Saxon Paper Corp.
Tape, Inc.
Vickery Tape & Machine Co., Inc.

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Tape Mark Co.
Technical Tape Corp.
Topflight Tape Co.

Tape (Teletype)

Accurate Sales Book Co.
Eastern Specialties Co., Inc.
Hyman, L., & Sons
Marvin Envelope & Paper Co.
Mid-States Gummed Paper Co.
Nashua Package Sealing Div.
Paper Manufacturers Co.
Ribbon & Ticker Paper Co.
Rittenhouse Paper Co.
Saxon Paper Corp.
Wansco Paper Products Co., Inc.

Tariff Files

(See Files, Tariff)

Telephone Address Books

(See Books, Telephone Address)

Telephone Amplifiers

Connecticut Telephone and Electric Co.
Electro Engineering & Mfg. Co.
Magnetic Recording Industries

Telephone Answering Devices

Connecticut Telephone and Electric Corp.
Electronic Secretary Distributors, Inc.
Magnetic Recording Industries
Mohawk Business Machines Corp.

Telephone Arms, Brackets

ASSOCIATED STATIONERS SUPPLY CO.
GLIDEX CORP.
Phonomatic Office Appliance Co.
Tele-Tray Corp. (Combination Ash Tray and Receiver Rest)

Telephone Base Pads (Rubber)

(See Pads, Telephone Base, Rubber)

Telephone Book Covers

(See Binders, Telephone Book)

Telephone Cabinets, Stands

(See Stands, Telephone)

Telephone Call Pads

(See Pads, Telephone Call)

Telephone Cord Coilers, Protectors

BAINBRIDGE, KIMPTON & HAUPT, INC.
Blank, Arthur, & Co., Inc.
Frank Paper Products Corp.
Huff Co., The
Lee-Bert, Inc.
MAYFAIR CO.
Neverknot Co.
Perma Products Co.
Superior Plastics, Inc.
United Elastic Corp.

Telephone Ear Cushions

Goodrich, B. F., Co.
Marval Mfg. Co.
Sun Rubber Co.

Telephone Indexes

(See also Telephone List Finders)

Acme Visible Records, Inc.
American Binder Co.
Autopoint Co.
Bates Mfg. Co.
Blank, Arthur, & Co., Inc.
Continental Mfg. Co.
ELBE FILE & BINDER CO., INC.
Higbee, G. A., Co.
MEIER, JOSHUA, CO., INC.
Nascon Products Division
RECORDPLATE CO.
Shank Leather Goods Co.
SMITH METAL ARTS CO., INC.
Stationers Specialty Corp.
"Tops" Business Forms
VICTOR SAFE & EQUIPMENT CO., INC.
Vita Specialties Co.
WHEELDEX & SIMPLA PRODUCTS, INC.
WILSON JONES CO.
World Mfg. Co.
ZEPHYR AMERICAN CORP.

Telephone Lamps

(See Lamps, Telephone)

Telephone List Finders

Autopoint Co.
Bates Mfg. Co.
Finch & McCullouch
Nosco Plastics
SAINBERG & CO., INC.
Shank Leather Goods Co.
SMITH METAL ARTS CO., INC.
ZEPHYR AMERICAN CORP.

Telephone Locks

(See Locks, Telephone)

Telephone Memo Attachments, Devices

ART STEEL SALES CORP.
Continental Mfg. Co., Inc.
Dura-Clip Co., Inc.
Miller Lighting Products, Inc.
Pad-O-Fone Corp.
Practical Products
Rite-Hear Phone Pad Co.
Sapphire Products

Telephone Memo Pads

Affleck Stationery Co.
AMERICAN PAD & PAPER CO.
AMERICAN REGISTER CO.
Bradner Smith & Co.
Continental Mfg. Co., Inc.
Ehlbert Products
Ersco
Gits Molding Corp.
Hyman, L., & Sons
Mayer Mfg. Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
Morris, Bert M., Co.
Nascon Products Division
Processed Papers
Rediform Division
Redi-Record Products Co.
RUBIN'S CORP.
SAINBERG & CO., INC.
Stationers Specialty Corp.
"Tops" Business Forms
Universal Pad & Tablet Corp.
Winnebago Paper Co., Inc.

Telephone Mouthpiece Sterilizers

Dr. Scat Chemical Co.
Sanford Ink Co.
Tele-Cide Chemical Corp.

Telephone Receiver Holders

(See Holders, Telephone Receiver, Shoulder Type)

Telephone Recorders

Connecticut Telephone & Electric Corp.
Dictaphone Corp.
Gray Mfg. Co.
Magnetic Recording Industries
Peirce Wire Recorder Corp.
Pentron Corp.
Scribe Corp.
SoundScriber Corp.

Telephone Silencers (Mouthpiece)

Hush-A-Phone Corp.
Junier, F. R., Associates

Telephone Stands, Tables

(See Stands, Telephone)

Telephone Toll Timers (Mechanical)

Calculagraph Co.
Dorson Time Instruments Co.
Lux Clock Mfg. Co., Inc.
Northwestern Clock Co.
Tele-Check, Inc.

Telephone Toll Timers (Sand Glass Type)

American Binder Co.
Guedon Co.
Parisian Novelty Co.
Sanders Mfg. Co.
Tele-Check, Inc.
Time-It Corp.

Teletype Rolls

(See Rolls, Paper, Teletype)

Teletype Tape

(See Tape, Teletype)

Thermometers

American Thermo-Ware Co., Inc.
Chaney Mfg. Co.
Compass Instrument & Optical Co.
Continental Mfg. Co., Inc.
Elliott, B. K., Co.
Fee & Stemwedel, Inc.
Germanow-Simon Machine Co.
Guedon Co.
Mayer Mfg. Co.
New Era Optical Co.
Ohio Thermometer Co.
Swift & Anderson, Inc.
Taylor Instrument Co.
World Mfg. Co.

Thermos Sets and Carafes

Aladdin Industries, Inc.
American Thermos Bottle Co.
Kromex Corp.
Landers, Frary & Clark
Manning, Bowman & Co.
SMITH METAL ARTS CO., INC.

Thumb Tacks

(See Tacks, Thumb)

Thumb Tack Removers

Alvin Co.
American Machine Works, Inc.
Elliott, B. K., Co.
Hampden Mfg. Co.

Ticket Punches

(See Punches, Ticket)

Tickets (Pin)

Dancyger Mfg. Co.
DENNISON MFG. CO.
Ennis Tag & Salesbook Co.
International Ticket Co.
Kimball, A., Co.
MAY, J. L., CO., INC.
National Tag & Label Corp.
Noesting Pin Ticket Co., Inc.
Reyburn Mfg. Co., Inc.
Salisbury Mfg. Co.

Tickets (Price Marking)

(See Tags, Merchandise, Price)

Tickler Files

(See Files, Card Index, Box)

Ties (Package)

(See String Binders, Ties)

Time Books

(See Books, Time)

Time Card Racks

(See Racks, Time Card)

Time Cards

Acme Publishing Co.
Ajax Time Stamp Co., Inc.
American Fiber-Velope Mfg. Co.
Atlas Tag Co.
Calculagraph Co.
Cincinnati Time Recorder Co.
Colonial Co.
E-Z Sort Systems, Ltd.
Ersco
Follett Time Recording Co.
General Manifold & Printing Co.
International Business Machines Corp.
Lathem Time Recorder Co.
Merchants Industries, Inc.
Moore Business Forms, Inc.
National Tag & Label Corp.
Rediform Division
Reynolds & Reynolds Co.
Shelby Salesbook Co.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date and Number, Inc.
"Tops" Business Forms
Yale Filing Supply Co.

Time Clocks

(See Clocks, Time)

Time Computers

Calculagraph Co.
Collins & Williams Co., Inc.
Hourmaster, The

Time Recorders

Ajax Time Stamp Co., Inc.
Calculagraph Co.
Cincinnati Time Recorder Co.
Dorson Time Instruments Co.
International Business Machines Corp.
Follett Time Recording Co.
General Electric Co.
Joslin, A. D., Mfg. Co.
Lathem Time Recorder Co.
Rapidprint Time Recorders, Inc.
Simplex Time Recorder Co.
Stromberg Time Corp.
Time, Date & Number, Inc.

Time Stamps (Automatic)

(See Time Recorders)

Time Stamps (Hand)

Ajax Time Stamp Co., Inc.
AMERICAN SEAL & STAMP CO.
BANKERS & MERCHANTS, INC.
Cincinnati Time Recorder Co.
Consolidated Stamp Mfg. Co., Inc.
Cooke Time Stamp Co.
Dayton Stencil Works Co.
Dorson Time Instruments Co.
Follett Time Recording Co.
International Business Machines Corp
Irwin-Hodson Co.
Joslin, A. D., Mfg. Co.
Matthews, James H., & Co.
Melind, Louis, Co.
Meyer & Wenthe, Inc.
Rapidprint Time Recorders, Inc.
Rivet-O Mfg. Co.
Simplex Time Recorder Co.
Snelling & Son
STEWART, R. A., & CO., INC.
Time, Date & Number, Inc.
Wendell-Northwestern, Inc.

Time Study Supplies

Calculagraph Co.
Hourmaster, The
Meylan Stopwatch Corp.

Tourist Registers

(See Registers, Hotel, Tourist Court)

Towel Hampers and Baskets

Artmor Plastics Corp.
Cadillac Office Equipment
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Solar-Sturges Mfg. Co.
Steelware Mfg. Corp.
Worcester Wire Novelty Co., Inc.

Towels (Paper)

(See Paper Towels and Dispensers)

Tracing Boards, Tables

(See Drafting Equipment)

Tracing Cloth

Alteneder, Theo., & Sons
Brown, Arthur, & Bro.
Bruning, Charles, Co., Inc.
Dietzgen, Eugene, Co.

Elliott, B. K., Co.
Favor, Ruhl & Co.
Keuffel & Esser Co.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Frederick, Co.
Warren-Knight Co.
Well, J. H., & Co.

Tracing Paper

(See Paper, Tracing)

Transfer Binders

(See Binders, Transfer-Storage)

Transfer Cases

(See Files, Storage)

Transfers (Decalcomania)

(See Decalcomania Transfers)

Transparent Mending Tape

(See Tape, Gummed, Mending)

Tray Binders

(See Binders, Tray)

Tray Supports (Letter Tray)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Dash Metal Products Co.
Decatur Industries, Inc.
Gabe Mfg. Corp.
Globe-Wernicke Co.
HEDGES MFG. CO.
I.D.L. MFG. & SALES CORP.
Morris, Bert M., Co.
POLAR MFG. CO.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEMPEL MFG. CO.
VICTOR SAFE & EQUIPMENT CO., INC.
Weis Mfg. Co.
Worcester Wire Novelty Co., Inc.

Trays (Ash)

(See Ash Trays)

Trays (Bill, Currency)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Currier Mfg. Co.
DEHLER MFG. CO., INC.
DOWNEY, C. L., CO.
General Fireproofing Co.
International Cash Register & Parts Co.
Major Metalfab, Inc.
NU-CRAFT PRODUCTS CO.
POLAR MFG. CO.
Shaw-Walker Co.
Strayer Coin Bag Co.
Yawman and Erbe Mfg. Co.

Trays (Check Posting)

ABBOTT COIN COUNTER CO.
ART STEEL SALES CORP.
Currier Mfg. Co.
Dash Metal Products Co.
Konko Sales Co.
Le Febure Corp.
Major Metalfab, Inc.
NU-CRAFT PRODUCTS CO.
Shaw-Walker Co.
STEMPEL MFG. CO.
Strayer Coin Bag Co.
Yawman and Erbe Mfg. Co.

Trays (Cross File, Card)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BENTSON MFG. CO.
BERGER MFG. DIVISION
COLUMBIA STEEL EQUIPMENT CO.
General Fireproofing Co.
Globe-Wernicke Co.

ALL METAL
OFFICE
TABLE

HERE . . . is a basic office equipment table . . . proven popular . . . proven profitable . . . with over 100,000 in use!

HERE . . . are features that assure satisfaction & repeat sales! Modern design . . unusual strength with light weight . . . channel legs . . . rounded edges . . . rigid bracing . . . self-locking wings . . . compact . . . easy portability!

HERE . . . are the specifications . . . part No. 1005 . . . work area 34" x 15" . . . Ht. 26¼" . . . available in baked-on office grey or green enamel . . . all heavy guage steel, shipped knocked-down in individual cartons, shipping weight — 14 lbs.

Important . . . Order Now!

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TOLEDO OHIO U.S.A.
MADE IN U.S.A.

1601 MONROE STREET
TOLEDO 4, OHIO

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Shaw-Walker Co.
Steel Furniture Mfg. Co.
VICTOR SAFE & EQUIPMENT CO., INC.
Yawman and Erbe Mfg. Co.

Trays (Desk, Center Drawer)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
BENTSON MFG. CO.
COLE STEEL EQUIPMENT CO., INC
CORRY-JAMESTOWN MFG. CORP.
Currier Mfg. Co.
DEHLER MFG. CO., INC.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MAYFAIR CO.
Merchants Box Co.
POLAR MFG. CO.
Shaw-Walker Co.
Vanpe, Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Trays (Letter, Aluminum)

NU-CRAFT PRODUCTS CO.
SMITH METAL ARTS CO., INC.
Stellar Tool & Mfg. Co., Inc.
VALCO CO.

Trays (Letter, Glass)

Pittsburgh Plate Glass Co.
Sneath Glass Co.

Trays (Letter, Leather Covered)

Artistic Desk Pad & Novelty Co.
BANOV-BERNSLEY & CO.
CHICAGO DESK PAD CO., INC.
Edgewater Mfg. Co., Inc.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
Myrtle Desk Co.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Redi-Record Products Co.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.

Trays (Letter, Plastic)

Alpine Mfg. Co.
ART STEEL SALES CORP.
Artmor Plastics Corp.
Gits Molding Corp.
Globe-Wernicke Co.
Mason Stationery Products, Inc.
Morris, Bert M., Co.
ROCKWELL-BARNES CO.
SERVICE PRODUCTS DIVISION
Shaw-Walker Co.
ZEPHYR AMERICAN CORP.

Trays (Letter, Simulated Leather Covered)

BANOV-BERNSLEY & CO., INC.
CHICAGO DESK PAD CO., INC.
Edgewater Mfg. Co., Inc.
Fox, Geo. E., & Co.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
Redi-Record Products Co.
SAINBERG & CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.
Stationers Specialty Corp.

Trays (Letter, Steel)

ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BAINBRIDGE, KIMPTON & HAUPT, INC.
BROWNE-MORSE CO.
COLE STEEL EQUIPMENT CO., INC.
CORRY-JAMESTOWN MFG. CORP.
DEHLER MFG. CO., INC.
ERIE ART METAL CO.
FRANKLIN METAL PRODUCTS CO.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
HASKELL, INC.
INVINCIBLE METAL FURNITURE CO.
Jayem Sales Corp.

P.E.C.

PREFERRED BY DEALERS BECAUSE THEY'RE PREFERRED BY CUSTOMERS

POSTING TRAYS AND STANDS

Tray models available to accommodate sheet sizes from 7" X 11" to 12" X 12". Stands available in skeleton type, fully enclosed or with Transfer Drawer.

PORTA-MATIC POSTING TRAYS

Porta-Matic Trays available in 12", 14¾" and 18" lengths and ten widths from 5" to 17". Lightweight—portable.

REGISTER FORM TRAYS

Five sizes for all standard register and sales book forms.

For prices and descriptive literature, write

POSTING EQUIPMENT CORP.
1026 Niagara St.
Buffalo 13, N. Y.

Trays (Letter, Steel)

(Continued from page 237)

LIT-NING PRODUCTS CO.
Maso Steel Products
MAYFAIR CO.
Metal Office Furniture Co.
NU-CRAFT PRODUCTS CO.
PEERLESS STEEL EQUIPMENT CO.
Premier Supply Corp.
SECURITY STEEL EQUIPMENT CORP.
SENGBUSCH SELF-CLOSING INK-STAND CO.
SMITH METAL ARTS CO., INC.
STEEL PARTS MFG. CO.
Vanpe, Inc.
Weis Mfg. Co.
Yawman and Erbe Mfg. Co.

Trays (Letter, Wicker)

Baille Basket Co.

Trays (Letter, Wire)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Hamblin & Russell Mfg. Co.
I.D.L. MFG. & SALES CORP.
Massillon Wire Basket Co.
MAYFAIR CO.
Meyers, Fred L., Mfg. Co.
Washburn Co.
Worcester Wire Novelty Co., Inc.

Trays (Letter, Wood)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Decatur Industries, Inc.
DORO MFG. CO.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Finch & McCullough
Garland Furniture Co.
Globe-Wernicke Co.
Green River Boat Co.
Handi-Blott Co.
Hanes Chair & Furniture Co., Inc.
Hartco Mfg. Co., Inc.
HEDGES MFG. CO.
Imperial Methods Co.
JASPER TABLE CO., INC.
Majestic Stationery Co.
MAYFAIR CO.
Merchants Box Co.
Myrtle Desk Co.
Nucraft Furniture Co.
POLAR MFG. CO.
Premier Supply Corp.
QUIGLEY FURNITURE CO.
RISHEL, J. K., FURNITURE CO.
ROCKWELL-BARNES CO.
Shaw-Walker Co.
Shelbyville Desk Co.
Standard Furniture Co.
STEMPEL MFG. CO.
Stow & Davis Furniture Co.
Weis Mfg. Co.

Trays (Posting)

Automatic File & Index Co.
Business Efficiency Aids
Diebold, Inc.
DOLIN METAL PRODUCTS, INC.
Hadley, Charles R., Co.
Kohlhaas Co.
Konko Sales Co.
Le Febure Corp.
Master-Craft Corp.
National Blank Book Co.
Norfield Methods & Procedures, Inc.
POSTING EQUIPMENT CORP.
Remington Rand Inc.
Shaw-Walker Co.
Sheppard, C. E., Co.
Visirecord, Inc.
WEBER BROS. METAL WORKS
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Trays (Sorting)

Angle Steel, Inc.
ART STEEL SALES CORP.
Currier Mfg. Co.
DEHLER MFG. CO., INC.
DOLIN METAL PRODUCTS, INC.
FRANKLIN METAL PRODUCTS CO.
Geller, J. R., Co.
Goodfrend Metal Products Co.
HASKELL, INC.
HEDGES MFG. CO.
Imperial Methods Co.
Jayem Sales Corp.
LIT-NING PRODUCTS CO.
MAYFAIR CO.
Shaw-Walker Co.
Yawman and Erbe Mfg. Co.

STEMPCO

THE TRADEMARK OF QUALITY

the complete line with more profit in WOOD

Beautifully finished, durable hardwood units are items your customers can't resist . . . they're easy to sell. Stempco units are made by craftsmen who take pride in their work.

TELEPHONE TABLES

A new addition to our line . . . telephone tables manufactured to the high standards we maintain on all our products. An attractive addition to any office in either Oak or Combination Walnut.

ARCH BOARDS

Beautiful, laminated arch boards with arch attached. Note, letter and legal sizes. Standard boards available to fit any arch. Composition backed arch files also available.

DESK TRAYS

In letter or legal size, these fine hardwood trays in oak or walnut are an asset to any desk. Hand finished. Packed 12 to carton.

CLIP BOARDS

Laminated wood and Masonite. An appealing display rack to be your silent salesman for the 4 sizes it accommodates. Wood boards packed ½ doz. to box. Masonite Clip Boards available in all popular sizes.

COSTUMERS

A complete line of oak, walnut, or mahogany finished costumers with solid hardwood posts and brass finished hooks. Square, tapered, or turned.

CHAIR MATS

Wide or narrow lip tempered Masonite mats in a wide range of sizes and in permanent colors. Extra fast selling.

STEMPEL MANUFACTURING COMPANY

2830 ROBERTA ST. DALLAS, TEXAS

NEW LOW COST
"EXPANDO"
POSTING TRAY

- Expandable to 9½".
- Easiest to sell, light weight.
- Holds 1900 sheets, 25 guides.
- Big time saver.
- Durable, non-corrosive.

Weber "Expando" Posting Tray eliminates search time and speeds posting. No bookkeeping machine installation is complete without this time-saving aid.

Get Dealer Discounts!

Handles variety of card sizes. 2-Position side arm for offsetting. Even pressure keeps records at best posting angle, in perfect shape.

Weighs only 4½ lbs. Special base keeps records from sliding. End plates 9" high. Dust-proof hood locks to tray. Sturdy stand to match.

Send for Literature!

Weber Brothers METAL WORKS
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Trays (Stationery, Desk)
(See Racks, Stationery)

Triangles, T-Squares

Alvin Co.
Bruning, Charles, Co., Inc.
Cardinell Corp.
Charvoz-Roos Corp.
Compass Instrument & Optical Co., Inc.
C-Thru Ruler Co.
Dietzgen, Eugene, Co.
Elliott, B. K., Co.
Fairgate Rule Co.
Favor, Ruhl & Co., Inc.
I.D.L. MFG. & SALES CORP.
Keuffel & Esser Co.
MAYLINE CO., INC.
Morilla Co., Inc.
Nobema Products Corp.
Pease, C. F., Co.
Post, Federick, Co.
Turner Devices, Inc.
Weber, F., Co., Inc.
Weil, J. H., & Co.

Trimming Boards

American Photo Laboratories
Arel, Inc.
BRADLEY, MILTON, CO.
Bruning, Charles, Co., Inc.
Burke & James, Inc.
CEL-U-DEX CORP. (INDEX STRIPS)
Challenge Machinery Co.
Chandler & Price Co.
Compass Instrument & Optical Co.
Dex Safety Trimmer
Eastman Kodak Co.
Gestetner Duplicator Corp.
Hobbs Mfg. Co.
Ideal School Supply Co.
Photo Materials Co.
Post, Frederick, Co.
Speidel, Charles W., & Co., (Electric)

Trophy Cases
(See Cases, Trophy)

Truck Record Forms
(See Forms, Truck Record)

Trucks (For Folding Chairs)

Angle Steel, Inc.
Barrett-Cravens Co.
Dependable Mfg. Co.
Howe Scale Co.
Krueger Metal Products Co.
Lyon Metal Products, Inc.
Midwest Folding Products
Neubauer Mfg. Co.
Nutting Truck & Caster Co.

Trucks (Hand)

Associated Services
Barrett-Cravens Co.
Colson Corp.
Dependable Mfg. Co.
Franklin, Bernard, Co., Inc.
Hamilton Caster & Mfg. Co.
Howe Scale Co.
Nutting Truck & Caster Co.
Reardon Products
Tammi Safe & Vault Co.
Tucker-Dorsey Mfg. Corp.

Trucks (Hand, Lift)

Big Joe Mfg. Co.
Barrett-Cravens Co.
Colson Corp.
Hamilton Caster & Mfg. Co.
Howe Scale Co.

Trucks (Office, Stock, Vault)

ABBOTT COIN COUNTER CO.
American Machine Works, Inc.
Angle Steel, Inc.
ARNOT-JAMESTOWN CORP.
Bank Vault Inspection Co.
Colson Corp.
Continental Fixtures Co.
Demco Library Supplies (Library)
Duro Consolidated, Inc.
Equipto Division
Folding Carrier Co.
Frantz Industries
General Fireproofing Co.
Hamilton Caster & Mfg. Co.
Herring-Hall-Marvin Safe Co.
Howe Scale Co.
Laughlin Mfg. Co.
Le Febure Corp.
Lyon Metal Products, Inc.
Monarch Metal Products, Inc.
Nutting Truck & Caster Co.
Reardon Products
Shaw-Walker Co.
Steel Furniture Mfg. Co.
Tab Products Co.
Tammi Safe & Vault Co.
Toledo Metal Furniture Co.
Tucker-Dorsey Mfg. Corp.

T-Squares, Triangles
(See Triangles, T-Squares)

Turntables (Display)

General Die & Stamping Co.
Hecht Fixture Co.
Kelley-Mennes Mfg. Co.
Ken-Ro-Bil Corp.
Sherman-Reynolds, Inc. (Custom)
Shipman-Ward Mfg. Co.
Speedway Mfg. Co.
Waterbury Companies, Inc.

Turntables (Repair Shop)

Ames Supply Co.
Kelley-Mennes Mfg. Co.
MASTER MFG. CO.
Sherman-Reynolds, Inc. (Custom)
Shipman-Ward Mfg. Co.

Twine (Wrapping)

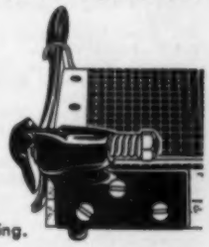
Airline Yarn Products Co., Inc.
American Mfg. Co.
Chicago Printed String Co.
Columbian Rope Co.
Hyman, L., & Sons
January & Wood Co.
Lees Mfg. Co.
New York Twine Corp.
Odman Corp.

IN DEMAND . . . MILTON BRADLEY MULTI-PURPOSE PAPER CUTTERS!

Each day more customers are demanding the Milton Bradley cutter. They know that the Milton Bradley line offers the latest in convenience and design — plus an enviable reputation for quality for almost a century.

So take a tip from other smart merchants. Stock the Milton Bradley line of cutters. You'll find them easier to sell — and more profitable.

Note These Exclusive Features:



Tension Spring specially tempered for extra strength and durability assuring sharp and accurate cutting. **Sturdy Construction** of solid hardwood table and precision metal parts. **Rubber Cushions** on base to prevent sliding or scratching.

Precision Ruled Table with accurate easy-to-see white lines indented below the green board surface to last the life of the cutter assures perfect right-angle cutting. **Adjustable Guide** for accuracy in volume cutting (optional). **Fine ground blades** of highest grade steel can be detached from handle when sharpening is necessary.

MB MILTON BRADLEY

A SIZE FOR EVERY NEED

Milton Bradley Cutters are available in seven sizes from 8" to 30" blade — $6.00 to $57.50 retail. If you do not already stock Milton Bradley Cutters, get in touch with your distributor today — or write direct to us.

MILTON BRADLEY COMPANY
SPRINGFIELD 2, MASS.

Twine (Wrapping)
(Continued from page 239)

Package Ad & Sealer Co.
Rauschenberger, John, Co.
Tubbs Cordage Co.

Twine Holders

Bulman, E. O., Mfg. Co.
Cowan Mfg. Co.
Heller, W. C., & Co.
Hyman, L., & Sons
Nelson Vertical Paper Cutter Co.

Tying Machines

Bunn, B. H., Co.
Felins Tying Machine Co.
National Bundle Tyer Co.

Type (Rubber)
(See Rubber Type)

Type (Stamping)
(See Gold Stamping Machines)

Type (Steel, Typewriter)
(See Steel Type, Typewriter)

Type Cleaners (Air Blast)

Ideal Industries, Inc.
Paasche Airbrush Co.

Type Cleaners (Dry Rubber)

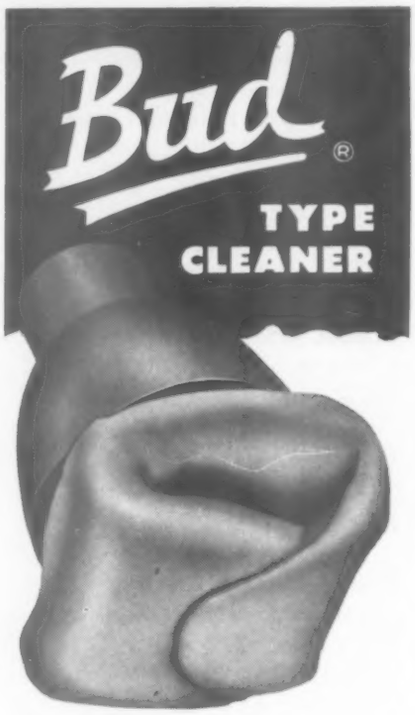
Rogers, W. T., Co.
SAFEGUARD CORP.

Type Cleaners (Liquid)

American Stencil Mfg. Co.
American Writing Ink Co., Inc.
Ames Supply Co.
Autocopy, Inc.
Burns Mfg. Co.
Cardinell Corp.
Carter's Ink Co.
Clarotype Co., Inc.
Copy Papers Sales & Service Agency, Inc.
Dr. Scat Chemical Co.
DUPLICOPY CO.
Federal Mining & Mfg. Co.
Frankel Carbon & Ribbon Co.
Frye Mfg. Co.
Gies, Walter G., Co.
Hart Mfg. Co.
Lee Hardware Co.
Marr Duplicator Co., Inc.
Martens Type Cleaner Co.
Miller, C. H., Co.
Mimeo Mfg. Co.
Mittag & Volger, Inc.
Mongol Chemical Co.
MULTISTAMP CO., INC.
Neidich Process Div.
Nelson-Eismann Co.
Niagara Duplicator Co.
Orthwine, Rudolf, Corp.
POTOMAC PRODUCTS CORP.
Regal Typewriter Co., Inc.
Reliance Pencil Corp.
Rivet-O Mfg. Co.
Royal Typewriter Co., Inc.
Sanford Ink Co.
Schwartz Chemical Co.
Shipman-Ward Mfg. Co.
Speed-O-Print Corp.
Starkey Chemical Process Co.
Stationers Guild of America
Tested Products Co.
Tru-Rite, Inc.
UNDERWOOD CORP.
U. S. CARBON & RIBBON MFG. CO., INC.
WEBSTER, F. S., CO.
Winston, W. R.
WRITE, INC.

Type Cleaners (Plastic)

Ames Supply Co.
BUD TYPE CLEANER CO.
Cardinell Corp.
Faber, A. W.-Castell Pencil Co., Inc.
Faber, Eberhard, Pencil Co.



PINK PLASTIC PUTTY

that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each
Dealers—write for sample and cost

BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

HEYER CORP.
Norta Distributing Co.
Shipman-Ward Mfg. Co.

Type Cleaning Devices

Ames Supply Co.
Rivet-O Mfg Co. (Fountain Brush)
SAFEGUARD CORP.
Shipman-Ward Mfg. Co.
Sparkle-Type (Adhesive Surfaced Paper)

Typewriter Attachments (Billing)

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Autographic Business Forms, Inc.
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Egry Register Co.
Hamilton Autographic Register Co.
Kee Lox Mfg. Co.
Moore Business Forms, Inc.
Miami Systems Corp.
Neidich Process Div.
Paillard Products, Inc.
Standard Register Co.
Uarco Incorporated

Typewriter Backing Sheets

Allied Carbon & Ribbon Mfg. Corp.
Buckeye Ribbon & Carbon Co.
Codo Mfg. Corp.
COLUMBIA RIBBON & CARBON MFG. CO., INC.
Copy Papers Sales & Service Agency, Inc.
Crystal Copy Corp.
Frankel Ribbon & Carbon Co.
Kee Lox Mfg. Co.
Little, A. P., Inc.
Marr Duplicator Co., Inc.
Mittag & Volger, Inc.
Mimeo Mfg. Co.
Neidich Process Div.
Phillips Ribbon & Carbon Co., Inc.
Rittenhouse Paper Co.
Royal Typewriter Co., Inc.
Speed-O-Print Corp.
Stationers Guild of America
Stenno Ribbon & Carbon Mfg. Co.
Tru-Rite, Inc.

Typewriter Bases, Fasteners

Ames Supply Co.
Business Machine Products, Inc.
Konko Sales Co.
Regal Typewriter Co., Inc.
Ritchie, W. H., Co.
SAFEGUARD CORP.
Shipman-Ward Mfg. Co.
Speed Key Corp.
Wick & Rouillot

Typewriter Brushes
(See Brushes, Typewriter)

Typewriter Cabinets (Silencing)
(See Cabinets, Office Machine, Silencing)

Typewriter Cases
(See Cases, Typewriter)

Typewriter Cleaning Bath
(See Cleaning Bath, Typewriter)

Typewriter Cleaning Machines

Ames Supply Co.
Graymills Corp.
Industrial Filter & Pump Mfg. Co.
Magnus Chemical Co., Inc.
Park Chemical Co.
Shipman-Ward Mfg. Co.
Supreme Power Cleaner Mfg. Co.

Typewriter Coin Rental Devices
(See Coin Rental Devices, Typewriter)

Typewriter Covers
(See Covers, Office Machine)

Typewriter Desk Mechanisms
LUNDSTROM LABORATORIES, INC.
McMahan Bros. Desk Co.
NATIONAL LOCK CO.
St. Louis Hardware Mfg. Co.
Seng Company

Typewriter Desk Shelf Supports
GONCO MFG. CO.
St. Louis Hardware Mfg. Co.

Typewriter Desks
(See Desks, Typewriter)

Typewriter Erasers
(See Erasers, Typewriter)

Typewriter Feet
Ames Supply Co.
Goodrich, B. F., Co.
Jardin Associates, Inc.
Nielson Supply Co.
Peerless-Imperial Co., Inc.
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.

Typewriter Key Tops (Plastic)
Ames Supply Co.
Gits Molding Corp.
Pearl Engraving Corp.
Shipman-Ward Mfg. Co.
Speed Key Corp.
Superior Plastics, Inc.

Typewriter Key Tops (Rubber)
Ames Supply Co.
Munson Supply Co.
Neidich Process Div.
Peerless-Imperial Co., Inc.
Royal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
SPEED PRODUCTS CO., INC.
UNDERWOOD CORP.

Typewriter Lamps
(See Lamps, Office Machine)

Typewriter Margin Justifiers
Marginator Co.

Typewriter Oil
(See Oils and Lubricants)

Typewriter Pads
(See Pads, Typewriter)

Typewriter Paper
(See Paper, Typewriter)

Typewriter Parts
Ames Supply Co.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.
Wholesale Typewriter Co.

Typewriter Platen Twirlers
Ames Supply Co.
Neidich Process Div.
Peerless-Imperial Co., Inc.
Shipman-Ward Mfg. Co.
Speed Key Corp.

Let's help this girl!

She's working too hard

if she's not using

Jac-a-desk®

THE AMAZING DESK STABILIZER

Makes typing Easier, Faster

No one can be expected to type decently on a wobbly, slanting typewriter platform. But with Jac-a-desk, typing becomes easier, faster, less noisy—mistakes fewer. Jac-a-desk has smooth exterior—no protruding locks or handles (automatically locks and releases). Expands from 16" to 30"—high enough to support standard height desk leaves. See your dealer today! Specify Jac-a-desk!

IMPORTANT! Before making costly repairs or replacement try Jac-a-desk. Perhaps your typewriter only needs this common-sense support. Up in a jiffy, down in a jiffy—locks automatically. Non-snag, satin-like finish. Sure grip rubber ends. Easy to stow.

GONCO MANUFACTURING CO.
1259 So. La Brea Ave., Los Angles 19, Calif.

Distributed by all Ames Supply and Shipman-Ward Branches. IN CANADA: Underwood Ltd., 135 Victoria St., Toronto and United Stationery Company Ltd., Toronto.

Typewriter Platens
Ames Supply Co.
Lumirol Corp. (Illuminated Lucite)
Regal Typewriter Co., Inc.
Shipman-Ward Mfg. Co.
Typewriter Equipment Co., Inc.
Wholesale Typewriter Co.

Typewriter Repair Kits
(See Repair Kits and Tools, Typewriter)

Typewriter Ribbons
(See Ribbons, Office Machine)

Typewriter Shock Absorbers
(See Pads, Typewriter)

Typewriter Stands
(See Stands, Typewriter)

Typewriter Tables
(See Tables, Typewriter)

Typewriters (Automatic, Electric)
American Automatic Typewriter Co.
Commercial Controls Corp.
Robotyper Corp.

Typewriters (Justifying)
Coxhead, Ralph C., Corp.
Commercial Controls Corp.
International Business Machines Corp.
UNDERWOOD CORP.

Typewriters (Portable)
Facit, Inc.
Inter-Continental Trading Corp.
Olivetti Corp. of America
Paillard Products, Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith-Corona Inc.
UNDERWOOD CORP.

Typewriters (Rebuilt)
International Office Appliances, Inc.
International Typewriter Exchange
Liberty Typewriters
Mailers Equipment Co.
Office Equipment Corp.
Regal Typewriter Co., Inc.
Reliable Typewriter & Adding Machine Co.
Remington Rand Inc.
Shipman-Ward Mfg. Co.
Wholesale Typewriter Co.

Typewriters (Standard)
Allen, R. C., Business Machines, Inc.
Facit, Inc.
Gramont Corp.
Olivetti Corp. of America
Paillard Products Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
Smith-Corona Inc.
UNDERWOOD CORP.

Typewriters (Standard, Electric)
International Business Machines Corp.
Paillard Products, Inc.
Remington Rand Inc.
Royal Typewriter Co., Inc.
UNDERWOOD CORP.

Typewriters (Telegraphic)
Commercial Controls Corp.
Olivetti Corp. of America
Teletype Corp.

Umbrella Stands and Racks
(See Stands, Umbrella)

Upholstered Furniture
(See Furniture, Full Upholstered, Wood Frame)

Upholstery Material (Artificial Leather)

Athol Mfg. Co.
Auburn Mfg. Co.
Bolta Products Sales, Inc.
Comprehensive Fabrics, Inc.
Du Pont, E. I., de Nemours & Co.
Kalistron, Inc.
Masland Duraleather Co.
Reliable Textile Co.
Textileather Corp.
U. S. Rubber Co.

Upholstery Material (Genuine Leather)

American Leather Mfg. Co.
Astabula Hide & Leather Co.
Auburn Mfg. Co.
Blanchard Bros. & Lane
Eagle-Ottawa Leather Co.
Garden State Tanning, Inc.
Good Bros. Leather Co.
Lackawanna Leather Co.

Upholstery Material (Plastic)
(See Upholstery Material, Artificial Leather)

Utility Cabinets (Storage)
(See Cabinets, Storage)

Varnish (Office Machine)

Pittsburgh Plate Glass Co.
Sherwin-Williams Co.
Standard-Toch Chemicals, Inc.

Vault Doors

Diebold, Inc.
Empire Safe Co., Inc.
GUARDSMAN-VALENTINE, INC.
Hall's Safe Co., Inc.
Herring-Hall-Marvin Safe Co.
MEILINK STEEL SAFE CO.
MOSLER SAFE CO.
Remington Rand Inc.
SCHWAB SAFE CO.
Tammi Safe & Vault Co.
YORK SAFE AND LOCK CO.

Vault Steps

ABBOTT COIN COUNTER CO.
Aluminum Ladder Co.
Angle Steel, Inc.
Ballymore Co.
Bank Vault Inspection Co.
COTTERMAN, I. D.
Cramer Posture Chair Co., Inc.
Dependable Mfg. Co.
Herring-Hall-Marvin Safe Co.
Steel Furniture Mfg. Co.

Vending Machines (Postage Stamp)
(See Stamp Vending Machines)

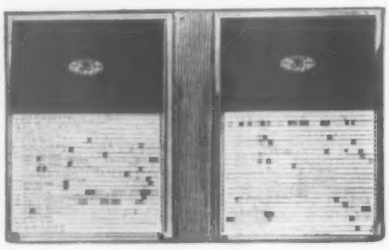
Venetian Blinds

Aluminum Venetian Blind Co.
Bostwick-Goodell Co.
Burlington Venetian Blind Co.
Swedish Venetian Blind Corp.

Victor SECTIONAL
The "Build-Up" VISIBLE RECORD EQUIPMENT
"Expands as the Record Grows"

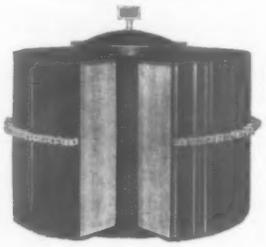
Can be added to section by section as needed. All the features of VICTOR VISIBLE at low initial cost.

All Victor Visible Equipment Units Feature the Famous "Easy Shift" Pockets and 1/4" Protected Visible Margins.



Victor BOOK VISIBLE

"The Book of 1000 Uses" Pyroxylin bound books with "EASY SHIFT" pockets. Fits into regular desk or file drawer.



Victor VISIBLE ROTARY

Easily referred to frames for tube or card records—Revolves at a touch. Each record protected from soil and wear by transparent celluloid. Other handy reference equipment — desk stands, wall brackets, telephone switchboard brackets — available for every need.

Victor Visible Record Equipment is sold only through dealers.

VICTOR SAFE & EQUIPMENT
DEALER SALES DIVISION • REMINGTON RAND INC.
315 FOURTH AVENUE • NEW YORK 10, N. Y.

Ventilators (Window, Attic)

Airgard Mfg. Co.
Badgaire, Inc.
Berns Mfg. Corp.
Diehl Mfg. Co.
Emerson Electric Mfg. Co.
General Electric Co.
Ideal Ventilator Co.
Kisco Co., Inc.
Mandel, A., & Co., Inc.
Marshallan Mfg. Co.
Meier Electric & Machine Co.
Robbins & Myers, Inc.
SAFEGUARD CORP.
Smith System Heating Co.
U. S. Air Conditioning Corp.
Viking Air Conditioning Corp.

Visible Record Cabinets (Binder)
(See Cabinets, Binder, Visible Record)

Visible Record Equipment (Book, Card Type)

Acme Visible Records, Inc.
Demco Library Supplies
Globe-Wernicke Co.
Postindex Co., Div.
Remington Rand Inc.
Ross-Gould Co.
Sheppard, C. E., Co.
VICTOR SAFE & EUIPMENT CO., INC.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Visible Record Equipment (Panel Type, Rotary)

Acme Visible Records, Inc.
Globe-Wernicke Co.
Nilsson Sales Co.
Postindex Co., Div.
Remington Rand Inc.
VICTOR SAFE & EQUIPMENT CO., INC.

Visible Record Equipment (Rebuilt)

Commercial Card System Co.

Visible Record Equipment (Tray and Cabinet)

Acme Visible Records, Inc.
ART STEEL SALES CORP.
Globe-Wernicke Co.
Postindex Co., Div.
Remington Rand Inc.
VICTOR SAFE & EQUIPMENT CO., INC.
Wassell Organization, Inc.
Yawman and Erbe Mfg. Co.

Visible Record Equipment (Vertical)

Acme Visible Records, Inc.
Automatic File & Index Co.
Business Efficiency Aids (Magnetic)
Diebold, Inc.
Hadley, Charles R., Co.
National Blank Book Co.
Postindex Co., Div.
Remington Rand Inc.
Shaw-Walker Co.
Visirecord, Inc.
Vue-Fax Corp.

Visible Record Forms, Systems
(See Forms, Visible Record)

Visible Records (Binder)
(See Binders, Visible)

CENTRAL'S BETTER BUYS!

Voting Booths

Adams, S. G., Co.
Casto & Harris, Inc.
Douglas Mfg. Corp.
Gardner Mfg. Co.
Interior Steel Equipment Co.

Wage and Time Calculators

(See Calculating Devices, Wage and Time)

Wall Coverings

Armstrong Cork Co.
Artmor Plastics Corp.
Bolta Products Sales Inc.
Congoleum-Nairn, Inc.
Parkay, Inc.

Wallet Inserts (Cellulose)

American Kleer-Vu Plastics, Inc.
Ameron Wallet & Leather Novelty Co.
Art Plastics Mfg. Co.
Blank, Arthur, & Co., Inc.
Bro-Dart Industries
Buxton, Inc.
COOK'S, INC.
FORBES PRODUCTS CORP.
Guedon Co.
Kingsbacher-Murphy Co.
Kirk Plastic Co.
Markilo
MEIER, JOSHUA, CO., INC.
Plastic Service Co.
Springfield Leather Products Co.
Vita Specialties Co.

Wallets and Billfolds (Imitation Leather)

Art Plastics Mfg. Co.
Autopoint Co.
Charm Products Mfg. Corp.
Landa Leather Products Co.
Robinson Reminders
Shank Leather Goods Co.
Winston Mfg. Co.

Wallets and Billfolds (Leather)

Ameron Wallet & Leather Novelty Co.
Amity Leather Products Co.
Bosca, Hugo, Co., Inc.
Buxton, Inc.
Charm Products Mfg. Corp.
Chicago Saddlery Co.
Columbia Walescraft, Ltd.
DOPPELT, CHARLES, & CO., INC.
Enger-Kress Co.
FORBES PRODUCTS CORP.
Knickerbocker Leather & Novelty Co., Inc.
Landa Leather Products Co.
Robinson Reminders
Rumpp, C. F., & Sons
Springfield Leather Products Co.
Standard Leather Products, Inc.
Shank Leather Goods Co.
U. S. Luggage & Leather Products Co.
Winfield Mfg. Co.
Winston Mfg. Co.

Wallets (Messenger, Bank)

ABBOTT COIN COUNTER CO.
DOPPELT, CHARLES, & CO., INC.
Galewski, A., & Sons, Inc.
Landa Leather Products Co.
Strayer Coin Bag Co.
Whitehouse Products, Inc.
Winfield Mfg. Co.
Yawman and Erbe Mfg. Co.

Wallets (Red Rope)

AMBERG FILE & INDEX CO.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Barkin Expanding Envelope Co., Inc.
Bushnell, Alvah, Co.
COOKE & COBB CO.
Diemer, John F., Co.
Exline, William, Inc.
Globe-Wernicke Co.
Josephson Mfg. Corp.
Keystone Envelope Co.
National Fiberstok Envelope Co.
NORTHERN STATES ENVELOPE CO.
OXFORD FILING SUPPLY CO.
QUALITY PARK ENVELOPE CO.
SMEAD MFG. CO., INC.
Tension Envelope Corp.
Wansco Paper Products Co., Inc.
WILSON JONES CO.
Yawman and Erbe Mfg. Co.

Wallets (Valuable Document)

Allegan Paper Products Co.
American Binder Co.
American Fiber-Velope Mfg. Co.
Ames Safety Envelope Co.
Art Plastics Mfg. Co.
Autopoint Co.
Charm Products Mfg. Corp.
COOKE & COBB CO.
DOPPELT, CHARLES, & CO., INC.
FORBES PRODUCTS CORP.
Josephson Mfg. Corp.
Kirk Plastic Co.
Landa Leather Products Co.
Lexington Leather Goods Co.
Plastic Service Co.
Redi-Record Products Co.
Vita Specialties Co.
WILSON JONES CO.
Winfield Mfg. Co.
Yawman and Erbe Mfg. Co.

Wardrobe Cabinets

(See Cabinets, Wardrobe)

Wardrobe Racks

(See Racks, Hat and Coat)

Wardrobe-Storage Cabinets (Combination)

(See Cabinets, Storage-Wardrobe Combination)

Waste Baskets (Fibre)

BAINBRIDGE, KIMPTON & HAUPT, INC.
Cleveland Container Co.
Fibre Forming Corp.
NATIONAL VULCANIZED FIBRE CO.

you'll be surprised to find the results obtained with an attractive display of

DAN-DEE

STEEL WASTE BASKETS

DAN-DEE

STEEL BASKETS ARE ATTRACTIVE AND ARE BUILT TO LAST MOST IMPORTANT OF ALL THEY INSURE FIRE PROTECTION!

■

WHEN YOU SELL OFFICE EQUIPMENT MAKE THE SALE COMPLETE BY SELLING

DAN-DEE

WASTE BASKETS

No. 4: 14" high—13" dia. at top.
Can also be supplied in the smaller size—
No. 3: 12" high, 11" dia. at top.

DAN-DEE NO. 4

Constructed with deep close corrugations, to withstand rough usage. Recessed bottom insures fire protection.

You will find DAN DEE No. 4's in Schools, Offices, Institutions and Factories throughout the Country. WHY? Because they are built to "take it"—to withstand the rough usage to which a utility basket is usually subjected. A cheap light weight basket is poor economy.

Olive Green, Grey, Walnut, Oak and Mahogany Enamel.

No. 36:—11" high, 12" wide, 7½" deep.

A STURDY BASKET

constructed of 26 Ga. Steel.

Built with recessed bottom to prevent rust and insure fire protection.

12" high, 11" at top.
For Home, Hotel, Club or Institution

DAN-DEE DECORATED BASKET

No. 13M—Ivory, Light Blue, Light Green and Buff decorated with Gold Band at top.

No. 13-9—Ivory, Light Blue, Light Green and Buff decorated with Gold Band and attractive Floral or Scenic Print.

Recessed bottom insures fire protection.

THE DAN-DEE ARISTOCRAT

Equipped with Rubber Corners and Feet

No. 167—12" high, 10 x 10" at top.

No. 168—15" high, 13 x 13" at top.

Write for prices and discounts

ERIE ART METAL COMPANY, INC.

18th and Schaal Avenue • Erie, Pennsylvania

for increased sales—
greater profits
join the 1,400 dealers
who sell

VUL-COT
TRADE-MARK
BASKETS

A size and shape for every purpose

NEW RECTANGULAR
A Vul-Cot of large capacity, yet takes up small space. Nestles against desk or wall. One size, No. 5A.

Over 1,400 dealers find it profitable to sell Vul-Cots . . . and it's readily understandable when you know their many exceptional and desirable features:

- √ made of hard vulcanized fibre
- √ last longer, practically indestructible
- √ new bonded seam construction, improves looks and strength
- √ colors do not chip off, rims do not break
- √ will not splinter, dent, rust or corrode
- √ lightweight, easy to handle and clean
- √ guaranteed for five years

SQUARE TAPER
A distinctive style, popular with executives and ideal for reception or board rooms. One size, No. 5.

ROUND TAPER
Most popular of all Vul-Cots for general office and schoolroom use. Takes up small space, is neat and attractive. Two sizes, Nos. 2 and 3.

NEW SQUARE TOP
Neat and attractive. Fits corner or against wall. One size, No. 2A.

ROUND STRAIGHT
Specially designed for washrooms, basements, ticker rooms, lobbies, shipping and mailing rooms. Two sizes, Nos. 9 and 10.

More than 1,400 dealers are selling Vul-Cots. It's the *profitable* line to handle. Write today for catalog price sheet—Dept. AOA.

NATIONAL VULCANIZED FIBRE CO.
Wilmington Delaware

FOR SALE BY STATIONERS EVERYWHERE

Waste Baskets (Fibre)

(Continued from page 243)

Plycraft Corp.
Spaulding Fibre Co., Inc.
Stationers Guild of America

Waste Baskets (Leather Covered)

American Binder Co.
BANOV-BERNSLEY & CO.
Carlton-Surrey, Inc.
CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Myrtle Desk Co.
Nascon Products Division
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
SAINBERG & CO., INC.
Star Office Accessories Co.
Stationers Specialty Corp.
Weinman Bros., Inc.

Waste Baskets (Plastic)

Almac Plastics, Inc.
Spaulding Fibre Co., Inc.

Waste Baskets (Reed, Willow)

Artistic Reed & Willow Mfg. Co.
Baille Basket Co.
Burlington Willow Ware Shop

Waste Baskets (Simulated Leather Covered)

American Binder Co.
Fox, Geo. E., & Co.
FRANKLIN METAL PRODUCTS CO.
SAINBERG & CO., INC.
Smith, S. K., Co.
Star Office Accessories Co.

Waste Baskets (Steel)

ALL-STEEL EQUIPMENT INC.
Angle Steel, Inc.
ART METAL CONSTRUCTION CO.
ART STEEL SALES CORP.
Automatic File & Index Co.
BERGER MFG. DIVISION
BROWNE-MORSE CO.
CENTRAL CAN CO.
CORRY-JAMESTOWN MFG. CORP.
Dash Metal Products Co.
ERIE ART METAL CO., INC.
FRANKLIN METAL PRODUCTS CO.
General Fireproofing Co.
Globe-Wernicke Co.
Goodfrend Metal Products Co.
HASKELL, INC.
Hope Metal Products, Inc.
Hunting-Roberts Co.
INVINCIBLE METAL FURNITURE CO.
Lawson, F. H., Co.
Maso Steel Products
MAYFAIR CO.
Metal Office Furniture Co.
Nationwide Office Supply Co.
NU-CRAFT PRODUCTS CO.
Ohio Can & Crown Co.
ORNA METAL PRODUCTS CO.
Park Products Co.
PEERLESS STEEL EQUIPMENT CO.
SECURITY STEEL EQUIPMENT CORP.
Shaw-Walker Co.
STEEL PARTS MFG. CO.
Steelware Mfg. Corp.
Vanpe, Inc.
Watson Mfg. Co.
Yawman and Erbe Mfg. Co.

Waste Baskets (Wire)

FRANKLIN METAL PRODUCTS CO.
Lawson, F. H., Co.
Massillon Wire Basket Co.
Meyers, Fred L., Mfg. Co.
Peerless Wire Goods Co.
Washburn Co.
Worcester Wire Novelty Co., Inc.

Waste Baskets (Wood)

Artistic Desk Pad & Novelty Co.
Bandes, Julius, & Co., Inc.
Carlton-Surrey, Inc.
Central Desk Mfg. Co.
Doten-Dunton Desk Co.
Executive Furniture, Inc.
Garland Furniture Co.
Hanes Chair & Furniture Co., Inc.
Hartco Mfg. Co., Inc.
HOOSIER DESK CO.
IMPERIAL DESK CO.
INDIANA DESK CO.
JASPER DESK CO.
JASPER OFFICE FURNITURE CO.
JASPER TABLE CO., INC.
Leopold Co.
Merchants Box Co.
Myrtle Desk Co.
Nucraft Furniture Co.
RISHEL, J. K., FURNITURE CO.
Scerbo, Frank, & Sons, Inc.
Shelbyville Desk Co.
Sloane, W. & J.
Standard Furniture Co.
Stow & Davis Furniture Co.
Wells Furniture Mfg. Co.

Waste Cans, Receptacles

(See Cans, Waste Paper, Self-Closing)

Watches (Stop, Time Study)

Compass Instrument & Optical Co.
Elliott, B. K., Co.
Galef, J. L., & Son, Inc.
Kathman Associates
Meylan Stopwatch Corp.

Water Color Sets (School)

American Crayon Co.
Art Crayon Co., Inc.
Binney & Smith Co.
BRADLEY, MILTON, CO.
Craftint Mfg. Co.
Elliott, B. K., Co.
Faber, Eberhard, Pencil Co.
Nobema Products Corp.
Palmer Show Card Paint Co., Inc.
Sanford Ink Co.
Swan Pencil Co., Inc.
Weber, F., Co.

Water Coolers (Electric)

Cordley & Hayes
Ebco Mfg. Co.
Frigidaire Div., General Motors Corp.
General Electric Co.
Hires, Charles E., Co., Inc.
Sunroc Co.
Temprite Products Corp.
Uniflow Mfg. Co.
Westinghouse Electric & Mfg. Co.

Wax (Sealing)

(See Sealing Wax)

Wax Seals

(See Seals, Wax, Hand Stamp)

Wholesale Stationers

Adams, Cushings & Foster, Inc.
ASSOCIATED STATIONERS SUPPLY CO.
Atlas Stationery Corp.
BAINBRIDGE, KIMPTON & HAUPT, INC.
Carpenter Paper Co.
Jaclin Stationery Co.
Majestic Stationery Co.
McClurg, A. C., & Co.
Pearson, G. S. Co.
Prior Stationery Corp.
Richards, S. P., Paper Co.
Thorp & Martin Co.
Universal Manufacturing Stationers, Inc.
Weeks, Frank A., Mfg. Co.
Zellerbach Paper Co.

Will Return Signs (Clock Type)

Acromark Co.
Colonial Co.
COOKE & COBB CO.
Emeloid Co.
Krengel Mfg. Co., Inc.
Parisian Novelty Co.
Plastic Fabricators Co.
Prudon Specialty Mfg. Co.
WILSON JONES CO.

Window Hooks

(See Clips, Display)

Window Ventilators

(See Ventilators, Window, Attic)

Wire Recorders

(See Dictating Machines, Wire)

Withholding Tax Calculators

(See Calculating Devices, Withholding Tax)

Withholding Tax Forms (W-2)

(See Forms, Withholding Tax)

Work Distributors (Desk, Upright)

ART STEEL SALES CORP.
Artistic Desk Pad & Novelty Co.
Boomerang Chair Pad Co.
Bristow, Stanley R.
Currier Mfg. Co.
Goodfrend Metal Products Co.
Jayem Sales Corp.
Kohlhaas Co.
Lawson, F. H., Co.
LIT-NING PRODUCTS CO.
Mayer Mfg. Corp.
MAYFAIR CO.
Regina Metal Products Corp.
Replogle Globes, Inc.
SENGBUSCH SELF-CLOSING INK-STAND CO.
STEEL PARTS MFG. CO.

Work Organizers (Book Type)

Apex Mfg. Co.
COOKE & COBB CO.
CHICAGO DESK PAD CO., INC.
Fox, George E., & Co.
GIFT CRAFT LEATHER CO.
Globe-Wernicke Co.
Horn, W. C., Bro. & Co.
POLAR MFG. CO.
QUALITY PARK ENVELOPE CO.
SAINBERG & CO., INC.
WILSON JONES CO.
Work-Organizer Specialties Co.

Work Organizers (End Opening)

Artistic Desk Pad & Novelty Co.
BANOV-BERNSLEY & CO.
CHICAGO DESK PAD CO., INC.
COOKE & COBB CO.
Fox, George E., & Co., Inc.
GIFT CRAFT LEATHER CO.
Mason Stationery Products, Inc.
Piltzer Qualiton Products, Inc.
POLAR MFG. CO.
Redi-Record Products Co.
Reliable Stationers Specialty Co.
SAINBERG & CO., INC.
Savasort Co.
Smith, S. K., Co.
Sortergraf Co.
Star Office Accessories Co.
WILSON JONES CO.
Work-Organizer Specialties Co.

Wrapping Paper

(See Paper, Wrapping, Kraft)

Writing Tablets

(See Tablets and Pads, Writing)

Yardsticks

American "falcon" Mfg. Corp.
C-Thru Ruler Co.
Fairgate Rule Co.
Sanders Mfg. Co.
Seneca Novelty Co., Inc.
Westcott Rule Co., Inc.

Zipper Ring Binders

(See Binders, Zipper Ring)

TRADE NAMES AND TRADE MARKS

See alphabetical section beginning on page 4 for addresses of manufacturers and suppliers.

A

A-44 Staplers and Staples, Arrow Fastener Co., Inc.
A-B Filing Systems, Veet Industries
A.B.C. Pencils, Blaisdell Pencil Co.
ABC Payroll Systems, The Todd Co., Inc.
A.B.E. Perforators and Check Cancellors, American Bank Equipment Co.
ABS Snapout Form Feeders, American Business Systems
AF 51 Spirit Duplicator, Hectographia Corp.
A. & M. BRAND Ribbons and Carbons, Allen & Co.
AP Paper Punch, Master Products Mfg. Co.
APG Coin Envelopes, American Paper Goods Co.
A-S-E Office and Factory Equipment, All-Steel Equipment Inc.
ASF Vertical Blueprint Files, Atlas Stencil Files Corp.
A & W Ribbons, Carbons and Inks, The Ault & Wiborg Co.
A-W Pencils, A. W. Faber-Castell Pencil Co.
A LINE A DAY Diaries, Samuel Ward Mfg. Co.
A PAGE A DAY Diaries, Samuel Ward Mfg. Co.
ABBOTT Coin Counting Machines and Bank Supplies, Abbott Coin Counter Co.
ACADEMIC Pedestal School Desks, E. W. A. Rowles Co.
ACADEMIC Pencils, Eagle Pencil Co.
ACADEMY Note Book Covers, National Blank Book Co.
ACADEMY Ruled Pads and Fillers, Processed Papers
ACCEPTANCE Bond, Ledger Paper, American Writing Paper Corp.
ACCESSO Steel Desk Trays, Yawman and Erbe Mfg. Co.
ACCESSO Wire Desk Tray, Worcester Wire Novelty Co., Inc.
ACCESSO Wood Desk Trays, Globe-Wernicke Co.
ACCO Punches, Clips, Fasteners, Acco Products, Inc.
ACCOBIND Folders, Acco Products, Inc.
ACCOFLEX Binders, Acco Products, Inc.
ACCOPRESS Binders, Acco Products, Inc.
ACCOSTOR Storage Binders, Acco Products, Inc.
ACCOUNTANT Loose Leaf Binders, Fred Proctor Co.
ACCOUNTANT SPECIAL Carbon Paper, Columbia Ribbon & Carbon Mfg. Co., Inc.
ACCOUNTANTS' Transfer Binders, Philip Hano Co.
ACCOWAY Blueprint Filing Equipment, Acco Products, Inc.
ACCURATE Adding Machine Rolls, Central Paper Co.
ACE Binders and Catalog Covers, Ace Loose Leaf Bindery Co.
ACE Copyholders, Lit-Ning Products Co.
ACE Letter Files, Acme Letter File Corp.
ACE Office Machine Pads, Ace Lite-Step Co.
ACE Perpetual Calendars, Finch & McCullough
ACE Scissors, Acme Shear Co.
ACE Staplers and Staple Removers, Ace Fastener Corp.
ACE CADET Staplers and Staples, Ace Fastener Corp.
ACE CLIPPER Staplers, Ace Fastener Corp.
ACE GLIDER Staplers, Ace Fastener Corp.
ACE LITE-STEP Anti-fatigue Mats, Ace Lite-Step Co.
ACE OF SPADES Stencil and Marking Ink, Garvey Fountain Brush & Ink Co.
ACE STANDARD Staplers, Ace Fastener Corp.
ACE PILOT Staplers, Ace Fastener Corp.
ACE SCOUT Staplers, Ace Fastener Corp.
ACE SR. Copyholders, Copy Holder Co.
ACE TACKER Tackers, Ace Fastener Corp.
ACELINER Staplers and Staples, Ace Fastener Corp.
ACHILLES Stamp Racks, R. A. Stewart & Co., Inc.
ACME Bulletin & Directory Boards, Acme Bulletin & Directory Board Corp.
ACME Business Forms, Acme Visible Records, Inc.
ACME Casters, Schatz Mfg. Co.
ACME Duplicators, Levison & Blythe Mfg. Co.
ACME Letter Files, Acme Letter File Corp.
ACME Lumber Crayons, American Crayon Co.
ACME Paper Fasteners, Punches, Acme Fastener Co.
ACME Pencil Sharpeners, Richard Best Pencil Co.
ACME Pencils, Koh-I-Noor Pencil Co., Inc.
ACME Plastic Name Plates, Acme Products Co.
ACME School Desks, E. W. A. Rowles Co.
ACME Scissors and Shears, Acme Shear Co.
ACME Seal Presses, Art Novelty Mfg. Co.
ACME Sectional Post Binders, Wilson Jones Co.
ACME Standard and Automatic Time Stamps, Roberts Numbering Machine Co.
ACME Steel Filing Cabinets, E. W. A. Rowles Co.
ACME Visible Card Systems, Acme Visible Records, Inc.
ACMELOID Liquid Coating, Acme Visible Records, Inc.
ACORN Box Files and Notebook Fillers, A. C. McClurg & Co.
ACORN Loose Leaf Note Books, Elbe File & Binder Co., Inc.
ACORN Thumb Tacks, Oakville Co.
ACOUSTOR Noise Control Cabinets, Watkins Industries
ACRO Marking Inks, Acromark Co.
ACROCAST Name Plates, Acromark Co.
ACROCEL Porcelain Enameled Signs, Acromark Co.
ACRODIE Steel Dies, Acromark Co.
ACROHEX Branders, Acromark Co.
ACROMARK Marking Devices, Acromark Co.
ACROMARKER Stamping Machines, Acromark Co.
ACROPLAC Plastic Name Plates, Acromark Co.
ACROPRINTER Printing Machines, Acromark Co.
ACROSTAMP Steel Stamps and Dies, Acromark Co.
ACTION Papers, Crocker-McElwain Co.
ACTIVE Copyholders, Stellar Tool & Mfg. Co., Inc.
ACTO Paper Clips, Acco Products, Inc.
ADAMS Desk Memo, Seymour Products Co.
ADAMS Ring Binders and Rings, Henry T. Adams Mfg. Co.
ADAMS Stamps and Signs, S. G. Adams Co.
ADCO Chain Binders, Wilson Jones Co.
ADCO Rubber Cement, Adhesive Products Corp.
ADD-A-FILE Filing Cabinets, Western Mfg. Co.
ADD-A-LEAF Sales Binders and Sheets, Cooks' Inc.
ADD-A-LINE Visible Listing System, Victor Safe & Equipment Co., Inc.
ADD-A-TRAY Steel Desk Trays, Maso Steel Products
ADD-A-UNIT Partitions, Add-A-Unit Partition Co.
ADDEX Filing Cards and Indexes, Automatic File & Index Co.
ADDEX Photograph Albums, Plastic Service Co.
ADDIES Adding Machine Rolls, Cellulose & Paper Converting Co.
ADDISON Typewriter Ribbons, Peerless-Imperial Co., Inc.
ADDOMETER Stylus Adding Machines, Reliable Typewriter & Adding Machine Co.
ADDO-X Adding Machines, Addo Machine Co., Inc.
ADDRESS MASTER Master Units, Codo Mfg. Corp.
ADDRESS SAVER Window Envelopes, Tension Envelope Corp.
ADDRESS-KING Spirit Type Addressing Machine, American Photo Laboratories
ADDRESSOGRAPH Addressing and Accounting Machines, Addressograph-Multigraph Corp.
ADDRESSOLINER Form Aligning Devices, Moore Business Forms, Inc.
ADFLEX Padding Cement, Adhesive Products Corp.
AD-HERE Decalcomanias, Palm Bros. Decalomania Co.
ADHEZO Adhesives, Milton Bradley Co.
ADIRONDACK Folding Chairs and Tables, Adirondack Chair Co.
ADJUSTA Casters and Glides, Adjustable Caster Co.
ADJUSTABLE FLEXI-POST Machine Posting Binder, Stationers Loose Leaf Co.
ADJUST-A-SHELF Book Units, The General Fireproofing Co.
ADJUSTIT Price Card Holders, Rudolf Orthwine Corp.
ADJUSTO Mechanical Pencils, Blaisdell Pencil Co.
ADJUSTO Price Markers, Hampden Mfg. Co.
ADJUSTO Storage Cabinets, Art Steel Sales Corp.
ADJUSTO Tray Binder, Le Febure Corp.
ADJUSTO Utility Tables, Sherman-Manson Div.
ADJUST-O-FLEX Card Filing Systems, Victor Safe & Equipment Co., Inc.
ADJUSTO-SWING Typewriter Shelves, Adjusto-Swing Office Machine Stands Co.
ADLER Typewriter, Gramont Corp.
ADMINISTRATOR Desk Organizers, Nascon Products Div.
ADMIRAL Duplicator Stencils and Ink, Technygraph Co.
ADMIRAL Pencils, Eagle Pencil Co.
ADMIRAL Staplers, Arrow Fastener Co., Inc.
ADMIRAL UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
ADMIRALTY Papers, L. L. Brown Paper Co.
ADMIRATION Plastic Rulers, Northeastern Plastics, Inc.
ADONIS Copying Ink Pencils, Richard Best Pencil Co., Inc.
A-DRESS-R Addressing Machine, Nettle Mfg. Co.
ADRUB Rubber Cement, Adhesive Products Corp.
ADTAPES Printed Pressure-Sensitive Tape, Technical Tape Corp.
ADVANCE Bond Papers, L. L. Brown Paper Co.
ADVANCE Lead Pencils, Joseph Dixon Crucible Co.
ADVANCE Numbering Machines, Consolidated Stamp Mfg. Co.
ADVANCE Papers, L. L. Brown Paper Co.
ADVANCE Steel Desks and Tables, The Globe-Wernicke Co.
ADVANCO Filing Supplies and Salesbooks, Advanco Products
AERIAL Pencils, Joseph Dixon Crucible Co.
AERO Loose Leaf Fillers, American Pad & Paper Co.
AERO Paper Drinking Cups, U. S. Envelope Co.
AERO-BRAND Marking and Office Machine Inks, Specialty Ink Co., Inc.
AEROMATIC Markers and Marker Inks, Specialty Ink Co., Inc.
AERO-TWEED Binders, Master-Craft Corp.
AFICO Steel Furniture, Automatic File & Index Co.
AFRICAN Pencils, American Pencil Co.
AGATE Card Trays, Hedges Mfg. Co.
AGATE Letter Files, Weis Mfg. Co.
AGAWAM Bond, Onion Skin Paper, American Writing Paper Corp.
AGITOR Typewriter Cleaning Equipment, Graymills Corp.
AICO Indexes, Index Tabbing, G. J. Aigner Co.
AIR-AGE Office Machine Stands, Kol, Inc.
AIR CUSHION Stamp Mounts and Pocket Stamps, R. H. Smith Mfg. Co.
AIR EXPRESS Mailing Envelopes, Quality Park Envelope Co.
AIR FOAM Cushions, Geo. E. Fox & Co.
AIR KING Air Circulators, Berns Mfg. Corp.
AIR MAIL ACCURACY Beam Postal Scale, Triner Scale & Mfg. Co.
AIR TRAVELER Traveling Case, Charles Doppelt & Co.
AIR-CELL Latex Office Cushions, B. F. Goodrich Co.
AIRANLITE Canvas Shades, Arlington Seating Co.
AIR-EASE Chair Cushions, Style-Crafters, Inc.
AIR-FLIGHT Circulating Fans, W. W. Welch Co.
AIR-FLIGHT Onionskin Papers, Hano Paper Co., Inc.
AIR-FLO Casters & Trucks, Hamilton Caster & Mfg. Co.
AIR-FLO Steel Cabinets, Cole Steel Equipment Co., Inc.
AIR-FLOW Chairs and Cushions, Cramer Posture Chair Co., Inc.
AIR-FLUFF Paper Shredders, Mitts & Merrill
AIRFOAM Seat Cushions and Deadening Pads, Goodyear Tire & Rubber Co.
AIRGARD Window Ventilators, Airgard Mfg. Co.
AIRGUIDE Weather Instruments, Fee & Stemwedel, Inc.
AIR-IN Window Ventilators, Safeguard Corp.
AIRLETTER Manifold Paper, American Pad & Paper Co.
AIRLINE Cash and Security Boxes, Airline Mfg. Co. of Connecticut
AIRLINE Desks, Art Metal Construction Co.
AIRLINE Index Systems, Wabash Filing Supplies, Inc.
AIRLINER School Chairs, Tables, Griggs Equipment Co.
AIRPOST Writing Tablets, American Pad & Paper Co.
AIRSPRAY Circulators, Kisco Co., Inc.
AIRTEMP Air Conditioners, Airtemp Div., Chrysler Corp.
AIR-TRED Sponge Rubber Matting, American Mat Corp.
AIRWAY EXPRESS Safety Mailing Envelopes, Quality Park Envelope Co.
AJA-DIP TW Typewriter Washer, Magnus Chemical Co.
AJAX Adding Machine Rolls, Fay Paper Products, Inc.
AJAX Check Certifiers, Time Stamps and Daters, Ajax Time Stamp Co., Inc.
AJAX Binders, The Federbush Co., Inc.
AJAX Drawing Papers and Stands, F. Weber Co.
AJUSTRITE Automatic Chairs, Stools, Ajusto Equipment Co.
ALABASTER Pencils, Eagle Pencil Co.
ALADDIN Loose Leaf Ledgers, National Blank Book Co.
ALAMO Safes, Guardsman-Valentine, Inc.
ALBA Erasers, Weldon Roberts Rubber Co.
ALBA Rubber Stamp Ink, Superior Marking Equipment Co.
ALBEMARLE Artists' Canvas Boards, Morilla Co., Inc.
ALBUMETTES Pocket Photo Albums, Joshua Meier Co., Inc.
ALCAZAR Safes, Guardsman-Valentine, Inc.

ALCO Office Filing Equipment, Allen-Hunt Co.
ALCO Ribbons & Carbons, Allen & Co.
ALCORUN Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
ALDEX Aluminum File Guides, Remington Rand Inc.
ALDURO Drawing Instruments, F. Weber Co.
ALERT Erasers, Joseph Dixon Crucible Co.
ALERT Watchmens Clocks, Detex Watchclock Corp.
ALFCO Fire Extinguishers, American-LaFrance-Foamite Corp.
ALGENE Self-Inking Roller Markers, Wm. A. Force & Co.
ALGONQUIN Typewriter Papers, Hano Paper Co., Inc.
ALIGNO Mechanical Bookbinding, Spiral Binding Co.
A-LINE Postal Scales, Pelouze Mfg. Co.
A-LINE-A-DAY Diaries, Samuel Ward Mfg. Co.
ALL AMERICAN Carbon Papers, Kee Lox Mfg. Co., Inc.
ALL CLIMATE Stamp Pads, Specialty Ink Co., Inc.
ALL IN ONE Carbon Papers, Kee Lox Mfg. Co., Inc.
ALL-IN-ONE Paper Clasps, Kimmel Products Co.
ALL-MARK Receipting Machines, All-Mark Stamp & Sales Co.
ALL SILK Typewriter Ribbons, Franklin Ribbon & Carbon Co.
ALL WEATHER Inks, Superior Marking Equipment Co.
ALLEGAN Albums and Scrap Books, Allegan Paper Products Co.
ALLEN, R. C., Business Machines, R. C. Allen Business Machines, Inc.
ALLEN, R. C.—WOODSTOCK Typewriters, R. C. Allen Business Machines, Inc.
ALLEN-QUIK Twin Erasing Shield, Allen & Co.
ALL-FACTS Bookkeeping Systems, Wilson Jones Co.
ALLIED Ribbon and Carbons, Allied Carbon & Ribbon Mfg. Corp.
ALLIED Name Plates, Allied Mercantile Co.
ALLKORE Pencils, Koh-I-Noor Pencil Co., Inc.
ALLMAIL Automatic Mail Scale, Triner Scale & Mfg. Co.
ALL-METAL PROMOTIONAL Smokers, Chicago Metallic Mfg. Co.
ALL PURPOSE Mail Tables, All Purpose Metal Equipment Corp.
ALL-PURPOSE Spring Back Binders, Barrett Bindery Co.
ALL-PURPOSE Zipper Cases and Portfolios, Charles Doppelt & Co.
ALL-RITE Ball Point Pens, All-Rite Pen, Inc.
ALLSET Manifolding Forms, Egry Register Co.
ALLSTEEL Parcel Post Scales, Triner Scale & Mfg. Co.
ALLTEX Cements, Technical Tape Corp.
ALLWEATHER Pencils, Wallace Pencil Co.
ALMA Desks and Tables, Alma Desk Co.
ALPHA Blackboard Chalk, Weber Costello Co.
ALPHA Pencils, Eagle Pencil Co.
ALPHA Typewriter Oil, Mittag & Volger, Inc.
ALPHA ART Brief Covers, Cooke & Cobb Co.
ALPHACOLOR Tempera and Crayons, Weber Costello Co.
ALPHA-MERICAL Indexing Systems, Wabash Filing Supplies, Inc.
ALPHASITE Blackboard Chalk, Weber Costello Co.
ALPHATONE Art Paper, Weber Costello Co.
ALPINE Plastic Upholstery, Masland Duraleather Co.
ALTENEDER Drawing Instruments, Theo. Alteneder & Sons
ALTON Buff Drawing Paper, B. K. Elliott Co.
ALTON Ruled Paper, Roaring Spring Blank Book Co.
ALUMAFOLD Folding Tables, P.B.R. Mfg. Co.
ALUMA-STEEL Office Chairs, Wells Chair Corp.
ALUMILITE Venetian Blinds, Aluminum Venetian Blind Co.
ALUMIN-EASE Posture Chairs, Cramer Posture Chair Co.
ALUMINUM Pocket Seals, Meyer & Wenthe, Inc.
AMACO Chalk, Crayons and Colors, American Art Clay Co.
AMARON Waste Baskets, Hunting-Roberts Co.
AMAZART Tube Colors, Binney & Smith Co.
AMBASSADOR Typewriters, Paillard Products, Inc.
AMBERLOID Drafting Instruments, Turner Devices, Inc.
AMBRITE Colored Crayons, American Crayon Co.
AMCO Numbering Machine Ink and Inked Pads, American Numbering Machine Co.
AMCO LONGHORN Ribbons and Carbons, American Carbon Paper Mfg. Co.
AMERICAN "5 IN 1" Numbering Machines, American Numbering Machine Co.
AMERICAN Addressing Machines, American Addressing Machine Co.
AMERICAN Art Tablets, American Pad & Paper Co.
AMERICAN Carbon Papers, U. S. Carbon & Ribbon Mfg. Co., Inc.
AMERICAN Check Signers, Cancelers and Endorsers, American Perforator Co.
AMERICAN Crayons, American Crayon Co.
AMERICAN Daters, R. A. Stewart & Co., Inc.
AMERICAN Dictionaries, Laird & Lee, Inc.
AMERICAN Duplicating Supplies, Duplicator Paper Co.
AMERICAN Erasers, Leads and Pencils, American Pencil Co.
AMERICAN Folding Chairs, American Seating Co.
AMERICAN Ribbons and Carbons, H. M. Storms Co.
AMERICAN Stamp Albums, Elbe File & Binder Co., Inc.
AMERICAN Staple Pullers, American Machine Works, Inc.
AMERICAN Telautograph Rolls, McKenna & Phelps, Inc.
AMERICAN Thumb Tacks, American Tack Co., Inc.
AMERICAN Thumb Tacks, Hampden Mfg. Co., Inc.
AMERICAN Typewriter and Air Mail Tablets, American Pad & Paper Co.
AMERICAN Wall Safes, American Wall Safe Mfg. Co., Inc.
AMERICAN ACE Ribbons and Carbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
AMERICAN BANKER Steel Pens, Eagle Pencil Co.
AMERICAN BEAUTY Ribbons, Nelson-Eismann Co.
AMERICAN BEAUTY LINE Book Covers, American Beauty Cover Co.
AMERICAN EAGLE Drawing Boards and Tables, Keuffel & Esser Co.
AMERICAN EVERPOINTED Mechanical Pencils, American Pencil Co.
AMERICAN EXPRESS Sealing Wax, Thaddeus Davids Ink Co., Inc.
AMERICAN LEADER Erasers, American Pencil Co.
AMERICAN NUMBERETTE Numbering Machines, American Numbering Machine Co.
AMERICAN PRESIDENT Zipper Ring Binders, Winfield Mfg. Co.
AMERICAN PRESS Pencils, Koh-I-Noor Pencil Co., Inc.
AMERICAN PRICERETTE Numbering Machines, American Numbering Machine Co.
AMERICAN SPEED SET Numbering Machines, American Numbering Machine Co.
AMERICAN SUPERFINE Papers, Valley Paper Co.
AMERICAN UNIVERSAL Tables, American Seating Co.
AMERICAN VISIBLE Numbering Machines, American Numbering Machine Co.
AMERICAN ZIP Erasers and Cleaners, American Pencil Co.
AMERICO Stencils, Fawn Brands, Ltd.
AMERON Wallets, Ameron Wallet and Leather Novelty Co.
AMESACK Mailing Bags, Ames Bag Co., Inc.
AMESCO Typewriter Supplies, Ames Supply Co.
AMESTYLE Envelopes and Filing Supplies, Ames Safety Envelope Co.
AMESWAY Typewriter Laundry, Ames Supply Co.
AMFILE Albums and Filing Supplies, Amberg File & Index Co.
AMHALITE Ash Receivers, Pen-Rite Corp.
AMITY Leather Goods, Amity Leather Products Co.
AMPECO Copying Pencils, American Pencil Co.
AMPLICALL Intercommunication Systems, The Rauland Corp.
AMRECO Autographic Registers, American Register Co.
AMSSCO Book Covers, American School Service Co.
AMTANG Binders and Loose Leaf Supplies, Amberg File & Index Co.
ANADEL Colored Pencils, Joseph Dixon Crucible Co.
ANALYSLIP Staggered Forms, Ditto, Inc.
ANCHOR Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
ANCHOR CLASP Envelopes, Wilson Jones Co.
ANDAL Typewriter Pads, Andrews-Alderfer Co.
ANDREWS Blackboard Erasers, Weber Costello Co.
ANDROCK Wire Letter Trays, The Washburn Co.
AN-DU-SEPTIC Blackboard Crayons, Binney & Smith Co.
ANDY Stamp Racks, Bankers & Merchants, Inc.
ANGLE-HOLD Picture Hooks, Hampden Mfg. Co.
ANGLE-RITE Copyholders, T. C. Stefaniak.
ANGLO Chamois, Schroeder & Tremayne, Inc.
ANGLO-SAXON Pencils, Joseph Dixon Crucible Co.
ANNIHILATOR Ink Eradicator, S. S. Stafford, Inc.
ANPACO DE LUXE Fountain Pens, A. N. Palmer Co.
ANTEAK Leatherette Accessories, S. K. Smith Co.
ANTI-DUST Blackboard Crayons, Binney & Smith Co.
ANTIQUE MATS Mat Board, Chas. T. Bainbridge's Sons
ANTIQUE MOORISH Passbooks and Check Covers, The Todd Co., Inc.
ANTI-ROLL Crayons, Binney & Smith Co.
APACHE CHIEF Rubber Erasers, Weldon Roberts Rubber Co.
A-PAGE-A-DAY Diaries, Samuel Ward Mfg. Co.
APECO Photocopying Machines and Spirit Duplicators, American Photocopy Equipment Co.
APEX Carbon Paper, A. P. Little, Inc.
APEX Desk Accessories, Apex Mfg. Co.
APEX Hand Cream, Hecktograph Carbons, Hectographia Corp.
APEX Scraper Knife, McGill Metal Products Co.
APEX Steel Files, Columbia Steel Equipment Co.
APEX Withholding Tax Forms, Apex Business Systems
APOLLO Drawing Tables, F. Weber Co.
APOLLO Fans, Viking Air Conditioning Corp.
APOLLO Ledgers, The Federbush Co., Inc.
APPLEGATE Indelible Inks and Marking Machines, Applegate Chemical Co.
APPOINDEX Appointment Calendars, Nascon Products Division
APPOINTMENT Calendar and Refills, Ever Ready Calendar Mfg. Co.
APPRENTICE Pencils, Wallace Pencil Co.
APRO Box Letter Files, Arrow Paper Products Co.
APPROVED Copying Pencils, J. S. Staedtler, Inc.
APPROVED Onion Skin Paper, Valley Paper Co.
APSCO Pencil Sharpeners, Electric Erasers, Staplers, Staple Removers, Apsco Products,, Inc.
AQUA Pastel Crayons, F. Weber Co.
AQUADEX Moisteners, Zephyr American Corp.
AQUAPRINT Block Print Ink, F. Weber Co.
ARAB Pencils, Blaisdell Pencil Co.
ARABAN Mucilage, The Carter's Ink Co.
ARABEX Mucilage, The Carter's Ink Co.
ARABOL Adhesives, Arabol Mfg. Co.
ARC Compasses, Eberhard Faber Pencil Co.
ARC LIP Floor Mats, B. F. Goodrich Co.
ARCADIAN Paint Sets, Binney & Smith Co.
ARCH Fountain Pens, Arch Pen Co.
ARCHER Contact Labels and Dispensers, Archer Label Co.
ARCO Rubber Bands, Alliance Rubber Co.
ARCO School Bags, Cases, A. Reif & Co.
ARCO Typewriter Ribbons, American Ribbon & Carbon Co., Inc.
ARCOFOLD Continuous Forms, American Register Co.
ARCOSNAPS Business Forms, American Register Co.
ARCO-TONE Duplicating Inks, American Ribbon & Carbon Co., Inc.
ARD Chrome Furniture, Ard Mfg. Co., Inc.
ARDMORE Bookcases, The Globe-Wernicke Co.
ARDOR BOND Offset Paper, Nekoosa-Edwards Paper Co.
ARGO BOND Typewriter Paper, Hampshire Paper Co., Inc.
ARGONAUT Pencils, Blaisdell Pencil Co.
ARGUS Paper Fasteners, Argus Mfg. Co.
ARIEL BOND Papers, Champion Paper & Fibre Co.
ARISTOCRAT Address Books and Diaries, The Standard Diary Co.
ARISTOCRAT Ball Pens, Pencils, Holt Pen Co.
ARISTOCRAT Bank and T-Pins, William Prym, Inc.
ARISTOCRAT Elevator Stands, Maso Steel Products
ARISTOCRAT Gummed Tape Sealers, A. C. Hummel Co.
ARISTOCRAT Lucite Desk Sets, Almac Plastics, Inc.
ARISTOCRAT Office Chairs, Wells Chair Corp.
ARISTOCRAT Perpetual Calendars, Finch & McCullough
ARISTOCRAT Refrigerator Bars, Moss Atlas Corp.
ARISTOCRAT Sectional Post Binders, A. E. Boyce Co.
ARISTOCRAT Steel Files, Remington Rand Inc.
ARISTOCRAT Typewriter Stands, Shipman-Ward Mfg. Co.
ARLINGTON Desk Nameplates, Walter E. Kutch Co.
ARLINGTON Sectional Bookcases, The Globe-Wernicke Co.
ARMA Paper Clips and Staples, Pittsburgh Cut Wire Co.
ARMOR Blackboards, N. Y. Silicate Book Slate Co.
ARMORCLAD File Guides, Remington Rand Inc.
ARMOR-ISLE Rubber Runners, American Floor Products Co.
ARMORLITE Floor Coverings, Bird & Son.
ARMOR-TRED Rubber Step Treads, American Floor Products Co.
ARMSTRONG Linoleum, Armstrong Cork Co.
ARNOLD Fountain Pens, R. L. Arnold Pen Co., Inc.
ARPECO Continuous and Carbon Interleaved Forms, Rotary Printing Co.
ARROW Lamps, Arrow Lamp Mfg. Co., Inc.
ARROW Pencil Sharpeners, Apsco Products, Inc.
ARROW Rulers, Westcott Rule Co., Inc.
ARROW Staplers and Staples, Arrow Fastener Co., Inc.
ARROW Steel Pens, C. Howard Hunt Pen Co.
ARROW BRAND Rulers, Westcott Rule Co., Inc.
ARROWHEAD Safety Paper, Gilbert Paper Co.
ARTBROWN Artists' Supplies, Arthur Brown & Bro.
ART Seal Presses, Art Novelty Mfg. Co.
ART METAL Steel Office Furniture, Art Metal Construction Co.
ART MODERNE Desk Pads, Polar Mfg. Co.
ARTCO Desk Accessories and Scrapbooks, Artistic Desk Pad & Novelty Co.
ARTESIAN Bond Paper, Whiting-Plover Paper Co.
ARTEX Pencil Erasers, Weldon Roberts Rubber Co.
ARTEX Rubber Cement, S. S. Artist Materials, Inc.
ARTGUM Erasers, The Rosenthal Co.
ARTILITY Posture Chairs, Artility Metal Products, Inc.
ARTIST Steel Pens, C. Howard Hunt Pen Co.
ARTISTA Colors and Tempera, Binney & Smith Co.
ARTISTA Water Colors, Binney & Smith Co.
ARTI-STAMP Rubber Stamp Set, Fulton Marking Equipment Co.
ARTISTIC Seal Presses, R. A. Stewart & Co., Inc.
ARTISTS' Lead, Joseph Dixon Crucible Co.
ARTMASTER Stencil Painting Brushes, Brushmakers, Inc.
ART-O-GRAPH Rubber Cement, S. S. Artist Materials, Inc.
ART-X Rubber Cement, General Cement Mfg. Co.
ARTMOR Plastic Products, Artmor Plastics Corp.
ASCO Chair Irons, Automotive Stamping Co.
ASCO Office and Industrial Staples, All Type Staple Co.
ASCO Steel Office Equipment, Art Steel Sales Corp.
ASH KING Smoking Stands, Art Specialty Co.
ASHAGON Smoking Stands, Smokador Mfg. Co., Inc.

ASH-AWAY Smoking Stands, Chicago Metallic Mfg. Co.
ASPHALTA-SCRUB Tile Cleaner, Huntington Laboratories, Inc.
ASTRA-SONIC Wire and Tape Recorders, Pentron Corp.
ATCO Reading Glasses, Barometers and Thermometers, American Thermo-Ware Co., Inc.
ATEX Photo-Mounting Adhesive, Adhesive Products Corp.
ATLANTIC Autographic Registers and Forms, Atlantic Register Co.
ATLANTIC Blackboard Crayons, Binney & Smith Co.
ATLANTIC Drawing Tables, F. Weber Co.
ATLANTIC Papers, Eastern Corp.
ATLAS Check Signers, Pannier Corp.
ATLAS Desk Seal Presses, Art Novelty Mfg. Co.
ATLAS Duplicating Inks, Peerless Ink Corp.
ATLAS Expanding Files, Wilson Jones Co.
ATLAS Folding Tables, All-Luminum Products
ATLAS Office Machine Covers, Atlas Machine Cover Mfg. Co.
ATLAS Rubber Bands, Red Raven Rubber Co.
ATLAS Slide Rules, Gilson Slide Rule Co.
ATLAS Stamp Albums, Elbe File & Binder Co., Inc.
ATLAS Steel Office Equipment, Columbia Steel Equipment Co.
ATLAS Stencil Files, Atlas Stencil Files Corp.
ATLAS Thumb Tacks and Furniture Glides, Atlas Tack Corp.
ATLASITE Caster Wheels, The Bassick Co.
ATOMLINER Typewriter Stands, Maso Steel Products
AUDIT Adding Machine Rolls and Scratch Pads, Rockwell-Barnes Co.
AUDOGRAPH Dictating Machines, Gray Mfg. Co.
AURORA Lockers and Storage Cabinets, Aurora Steel Products Co.
AURORA BRAND Ribbons and Carbons, Miller-Bryant-Pierce
AURORA Steel Filing Equipment, All-Steel Equipment Inc.
AUTO-ALIGNER Form Aligner, Autographic Business Forms, Inc.
AUTOCOPY Carbons, Ribbons and Duplicating Supplies, Autocopy, Inc.
AUTO-COPY Multiple Business Forms, The Stylograph Corp.
AUTOCRAT Carbon Papers, The Carter's Ink Co.
AUTOCRAT VELLUM Boxed Writing Papers, White & Wyckoff Mfg. Co.
AUTODEX Phone Indexes, Zephyr American Corp.
AUTO-FLEX Chain Post Binders, Wilson Jones Co.
AUTO-FLOW Inkwells, Sterling Plastics Co.
AUTO-FOLD Continuous Forms, Autographic Business Forms, Inc.
AUTOGRAPH Pens and Pencils, American Pencil Co.
AUTOGRAPH Signature Stamps, A. C. Gibson Co., Inc.
AUTOGRAPH TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
AUTOGRAPHIC Registers and Supplies, Autographic Business Forms, Inc.
AUTOGRAPHS Metal Name Plates, Metalcraft, Inc.
AUTO-JUSTO Cycle-Billing Trays, Le Febure Corp.
AUTOMATIC Cabinets and Desks, Automatic File & Index Co.
AUTOMATIC Coin-Handling Machinery, Automatic Coinwrapping Machine Corp.
AUTOMATIC Pencil Sharpeners, Apsco Products, Inc.
AUTOMATIC Stencil Duplicator, Vari-Color Duplicator Co.
AUTOMATIC Time Computers, Collins & Williams Co., Inc.
AUTOMATIC Window Coin Wrappers, C. L. Downey Co.
AUTOPEN Signature Machines, Autopen Sales & Service Co.
AUTOPOINT Mechanical Pencils and Indexes, Autopoint Co.
AUTO-ROLL Continuous Forms, Autographic Business Forms, Inc.
AUTO-SET Continuous Forms, Autographic Business Forms, Inc.
AUTOSET Master Clocks, Stromberg Time Corp.
AUTO-SHIFT Visible Record Binders, The Federbush Co., Inc.
AUTOSLIP Duplicator Interleaver, A. B. Dick Co.
AUTO-SNAP Interleaved Forms, Autographic Business Forms, Inc.
AUTOSPEED Time Stamps, Stromberg Time Corp.
AUTO-TAB Interleaved Forms, Autographic Business Forms, Inc.
AUTO-TYPIST Automatic Typewriter, American Automatic Typewriter Co.
AUTUMN RUST Artificial Leather, McMillan Book Co.
AUXIL-A-PHONE Phone Hearing Aid, Hush-A-Phone Corp.
AVALON Wood Desks and Tables, Avalon Products, Inc.
AVENEL LINE Steel Files, Security Steel Equipment Corp.
AVIATOR Colored and Drawing Pencils, Koh-I-Noor Pencil Co., Inc.
AVON Moisteners, Defiance Calendar & Stationery Corp.
AYRES CALCULER-D Withholding Tax Computer, Ayres Corp.
AZTEC Pencils, Wallace Pencil Co.

B

B-B Ball-Point Pens, B-B Pen Corp.
BDC Stencil Duplicators, Stencils, Bohn Duplicator Corp.
B. F. Hecto Carbons, Ribbons and Master Sets, Franklin Ribbon & Carbon Co., Inc.
B & S Colored Chalk Crayons, Binney & Smith Co.
B-V Ticket Punches, Bonney-Vehslage Tool Co.
BW Wing Binders, The Federbush Co., Inc.
BABY GRAND Tape Sealers, A. C. Hummel Co.
BABY RAY Pencils, Swan Pencil Co., Inc.
BACO Caster Wheels, The Bassick Co.
BACO Ribbons and Carbons, Baco Ribbon & Supply Co.
BADGAIRE Window Ventilators, Badgaire, Inc.
BADGER Lead Pencils, General Pencil Co.
BADGER Rope and Twine, John Rauschenberger Co.
BADGER PAPER MILLS Bond, Badger Paper Mills, Inc.
BAG O TEL Ash Tray, Quigley Co.
BAINBRIDGE Illustration Board, Charles T. Bainbridge's Sons.
BAINBRIDGE HOLD-THE-PHONE Telephone Holders, Bainbridge, Kimpton & Haupt, Inc.
BAINBRIDGE RITE-FIT Chair Cushions, Bainbridge, Kimpton & Haupt, Inc.
BAINBRIDGE Waste Baskets and Office Supplies, Bainbridge, Kimpton & Haupt, Inc.
BAKER Artists and Marking Brushes, Baker Brush Co.
BAKER Check Trays, Baker Check Tray Co.
BAKER-VAWTER Steel Deskfiles, Remington Rand Inc.
BAKEVIEW Envelopes, A. C. McClurg & Co.
BALANCE Mechanical Pencils, W. A. Sheaffer Pen Co.
BALANCED Carbon Papers, Kee Lox Mfg. Co., Inc.
BALDROR Drawer Suspension, The Seng Company
BALL POINTER Ball-Point Pens, Waterman Pen Co., Inc.
BALLERO Ball-Point Pens, Cleevelandt Corp.
BALL-O-FIRE Desk Lighter, Quick Point Pencil Co.
BALLYMORE Steel Ladders, Ballymore Co.
BALTIMORE Order Books, Sales Books, Baltimore Salesbook Co.
BANDETT Mail Bundling Strips, Commercial Controls Corp.
BANDLESS Document Filing Envelopes, Smead Mfg. Co., Inc.
BANJO GEM Paper Clips, Noesting Pin Ticket Co., Inc.
BANK Steel Pens, Eagle Pencil Co.
BANK-BY-MAIL Envelopes, Northern States Envelope Co.
BANK NOTE Adding Machine Rolls, McKenna & Phelps, Inc.
BANKERS Daters and Sign Outfits, Bankers & Merchants, Inc.
BANKERS Mailing Envelopes, Quality Park Envelope Co.
BANKERS Stamp Racks, Louis Melind Co.
BANKERS LINEN Papers, Southworth Co.
BANKERS SPECIE Sealing Wax, Thaddeus Davids Ink Co., Inc.
BANKETTE Personal Files, Maso Steel Products
BANQUTABLE Folding Tables, P.B.R. Mfg. Co.
BANTAM Staplers, E. H. Hotchkiss Co.
BAR S Meter Reading Binders, Grand Rapids Loose Leaf Binder Co.
BARCALO Upholstered Chairs, Barcalo Mfg. Co.
BARCH PAYZANT Lettering Pens, Keuffel & Esser Co.
BARCLAY Lumber Crayons, National Crayon Co.
BARKLEY FASTENER Report Folder Fasteners, C. L. Barkley & Co.
BARKLEY PLASTIC TAB File Drawer Indicators, C. L. Barkley & Co.
BARLAM Rubber Stamps and Marking Devices, Wm. Barlam Rubber Stamp Mfg. Co.
BAR-LOC Binders, C. E. Sheppard Co.
BARONESS Carbons & Ribbons, Pres-To-Line Corp. of America
BARRETT Adding Machines, Barrett Adding Machine Div., Lanston Monotype Machine Co.
BARRETT Binders and Easels, Barrett Bindery Co.
BARRETT Paper Punches, Wm. L. Barrett Co.
BARRETT'S Social Security Forms, P. L. Barrett
BARRISTER Brief Cases, New Rexbilt Leather Goods Corp.
BARRISTER Legal Pads, Processed Papers
BARWEL Canvas and Leather Bags, Barwel Mfg. Co., Inc.
BASABO Business Forms, Baltimore Salesbook Co.
BASCO-CRAFT Albums, Scrap Books and Catalog Covers, Baer Strand Ledger & Binder Wholesale Co.
BASGO Furniture Glides, The Bassick Co.
BASSICK Casters, The Bassick Co.
BATES Eyeletters, Staplers and Numbering Machines, Bates Mfg. Co.
BATTLESHIP Typewriter Ribbons, F. S. Webster Co.
BAUMFOLDERS Paper Folding Machines, Russell Ernest Baum, Inc.
BAUSMAN'S Quick Indexes, Wilson Jones Co.
BAY Payroll Records, Bay Accounting Systems
BAY STATE Rubber Stamp Vulcanizers and Seal Presses, R. H. Smith Mfg. Co.
BEACON HILL Clasp Envelopes, Boston Envelope Co.
BEAN BAG Ash Trays, McDonald Products Corp.
BEAT YESTERDAY Sales Record Book, Sales Record Publishing Co.
BEATS ALL Pencils, American Pencil Co.
BEAU BRUMMEL Brief Cases, Chas. Doppelt & Co.
BEAUTY CHROME Chairs and Stools, Dependable Mfg. Co.
BEAVER Adding Machine Rolls, Western Paper Converting Co.
BECK Duplicator Supplies, Beck Duplicator Corp.
BECKERS Artists' Materials, Delta Brush Mfg. Corp.
BEE LINE Filing Systems, Filing Equipment Bureau, Inc.
BEFOCO Stencil Inks, The C. H. Hanson Co.
BEGINNERS' Slide Rule, Keuffel & Esser Co.
BELFONE Intercommunication Systems, Bell Sound Systems, Inc.
BELL Ribbons and Carbons, Mittag & Volger, Inc.
BELL Sound Systems, Bell Sound Systems, Inc.
BELLAIRE Ribbons and Carbons, Burroughs Corp.
BELLE-VUE Typewriter Covers, Budlew Products Co.
BEN FRANKLIN Pencils, Blaisdell Pencil Co.
BENJAMIN FRANKLIN Ribbons and Carbons, Franklin Ribbon & Carbon Co.
BENNETT BILT Waste Cans, Bennett Mfg. Co., Inc.
BENTSON Steel Shelves and Desks, Bentson Mfg. Co.
BERGER Steel Shelving and Office Equipment, Berger Mfg. Div., Republic Steel Corp.
BERKSHIRE Typewriter Papers, Eaton Paper Corp.
BERKSHIRE HOUSE Chairs and Tables, Atlantic Furniture Products Co., Inc.
BERNARD Punches, Wilson Jones Co.
BERT Diaries, Binders, Memo Books, Scrap Books and Albums, Bert Mfg. Co.
BESCO Crayons, Binney & Smith Co.
BESCUP Paper Drinking Cups, Boston Drinking Cup Co.
BEST Pencils and Crayons, Joseph Dixon Crucible Co.
BEST Stencils, Inks and Correction Fluid, Vari-Color Duplicator Co.
BEST-A-FILE Hanging Folders, Advance Industries
BESTINE Paper Cement Thinner, Union Rubber & Asbestos Co.
BESTLINE Steel Files, Victor Safe & Equipment Co., Inc.
BESTMARX Marking Crayons, Walbuck Crayon Co.
BESTOVALL Sealing Tape, Sealers, Labels, Wrapping Paper and Twine, Package Ad & Sealer Co.
BEST-TEST Rubber Cement and Dispensers, Union Rubber & Asbestos Co.
BESTUVALL Rubber Bands, The Dykema Co.
BETTER BRAND Ribbons and Carbons, Kee Lox Mfg. Co., Inc.
BETTER MOISTENER Brush Moisteners, E. W. Pike & Co.
BETTER PACK Tape Sealers, Better Packages, Inc.
BETTERCRAFT Lapboards, Bettercraft Co.
BEVERLY Artists' Colors, Morilla Co., Inc.
BICCO Door Mats, L. M. Bickett Co.
BICKETT Typewriter Pads, L. M. Bickett Co.
BI-FOCAL Index Guides, Filing Equipment Bureau
BIG Letter File, Acme Letter File Co.
BIG BEN Box Letter Files, Hedges Mfg. Co.
BIG BLACK Pencils, Blaisdell Pencil Co.
BIG BOY, Numbering Machines, American Numbering Machine Co.
BIG BROTHER Pencils, National Pencil Co.
BIG INCH Mechanical Pencils, Alexander Mfg. Co.
BIG INCH Tape Dispensers, Better Packages, Inc.
BIG JOE Hand Lift Trucks, Big Joe Mfg. Co.
BIG MO Fountain Brushes, Marking Crayons, Oil Board, Missouri Brush & Crayon Co.
BIG SIX Liquid Hand Soap, Huntington Laboratories, Inc.
BIG X Sweep Mops, American Standard Mfg. Co.
BILDUP Letter Tray Supports, Globe-Wernicke Co.
BILL-IN Envelopes, Wolf Envelope Co.
BILL-TAINER Billfolds, Buxton, Inc.
BI-LOCK Post Binders, National Blank Book Co.
BINARY Slide Rule, Gilson Slide Rule Co.
BIND-ALL Binders and Covers, Collier Mfg. Corp.
BIND-ART Plastic Adhesive, Bro-Dart Industries
BIND-X Strip Indexes, Cel-U-Dex Corp.
BING Binders and Catalog Covers, Boorum & Pease Co.
BINGO Clogged Drain Opener, Huntington Laboratories, Inc.
BIRD Floor Coverings and Runners, Bird & Son

BISON Labels and Duplicator Inks, Bison Research Service
BISSELL'S Show Card Colors, Favor, Ruhl & Co.
BLACK BEAUTY Carbon Papers, Kee Lox Mfg. Co., Inc.
BLACK BEAUTY Ledgers, Elbe File & Binder Co., Inc.
BLACK BEAUTY Pen and Pencil Sets, Morrison Fountain Pen Co.
BLACK-BEAUTY Pencils, Blaisdell Pencil Co.
BLACK DIAMOND Carbon Paper, Rochester Ribbon & Carbon Co., Inc.
BLACK DIAMOND Indelible Ink, Thaddeus Davids Ink Co., Inc.
BLACK DIAMOND Ledger Binders, Wilson Jones Co.
BLACK DIAMOND Marking Inks, Botts Mfg. Co.
BLACK GOLD Duplicator Inks, Ronnie Products, Inc.
BLACK HAWK Ribbons and Carbons, Miller-Bryant-Pierce.
BLACK INDIA Ball Point Pen, Samuel Taubman, Inc.
BLACK JACK Carbon Paper, Miller-Bryant-Pierce.
BLACK JEWEL Stamp Dispensers, Aqua Sportsman, Inc.
BLACK KNIGHT Pencils, Eberhard Faber Pencil Co.
BLACK MAGIC Pad and Pencil Sets, Ehlbert Products
BLACK MARKER Pencils, General Pencil Co.
BLACK SWAN Pencils, Swan Pencil Co., Inc.
BLACK VELVET Stencils, Shallcross Co.
BLACK WARRIOR Pencils, Eagle Pencil Co.
BLACK-A-MOOR Blackboards, Geo. E. Fox & Co.
BLACKBOURN Bookkeeping Systems, Blackbourn Systems, Inc.
BLACKHAWK Pencils, American Pencil Co.
BLACKHAWK Sectional Post Binders, Wilson Jones Co.
BLACKSCRIPT Pencils, Blaisdell Pencil Co.
BLACKWING Pencils, Eberhard Faber Pencil Co.
BLADE Magazine Binders, Elbe File & Binder Co., Inc.
BLAISDELL Pencils, Blaisdell Pencil Co.
BLOT-RITE Blotting Paper, Processed Papers
BLOTTEX Blotter Paperweight, Art Plastics Mfg. Co.
BLU-BLAK Ink Pencils, Eberhard Faber Pencil Co.
BLUE BONNET Stenographers' Kits, Ames Supply Co.
BLUE BONNET Typewriter Oil, Type Cleaner and Platen Renewer, Ames Supply Co.
BLUE BOY Numbering Machines, American Numbering Machine Co.
BLUE DUPLIMAT Offset Masters, Addressograph-Multigraph Corp.
BLUE LABEL Pencils, Koh-I-Noor Pencil Co., Inc.
BLUE LINE Air Mail Envelopes, Quality Park Envelope Co.
BLUE RIBBON Gummed Sealing Tape, Hudson Pulp & Paper Corp.
BLUE RIBBON Paper Punches, Wm. L. Barrett Co.
BLUE STAR Leather Desk Sets, Blue Star Leather Mfg. Corp.
BLUE STREAK Check Signers, Checkwriters and Forms, The Todd Co., Inc.
BLUEPRINT Pencils, Blaisdell Pencil Co.
BLUVEL Tracing Paper, Cardinell Corp.
BLYTHE Ball-Pointed Pens, The Ball Pen Co.
BOARDMASTER Visual Control Boards, Graphic Systems
BODIFORM Auditorium Chairs, Church Furniture, American Seating Co.
BOLSEY Microfilmers and Readers, Bolsey Corp., of America
BOLTAFLEX Plastic Upholstery Fabrics, Bolta Products Sales Inc.
BOLTA-WALL Wall Covering, Bolta Products Sales Inc.
BOND Stencil Duplicator, Bond Equipment Co.
BONDRITE Mimeo Paper, Hano Paper Co., Inc.
BONDSMAN Utility Box, Merriam Mfg. Co.
BONNAR-VAWTER Bookkeeping Machine Attachments, Fanform Devices, Check Signers and Daters, Bonnar-Vawter, Inc.
BONNEY BLUE Colored Pencils, American Pencil Co.
BONNEY-VEHSLAGE Punches, Bonney-Vehslage Tool Co.
BONWOVE Mimeo Papers, Rockwell-Barnes Co.
BOOK-CADDY Book Covers, Ehlbert Products
BOOK-EZE Book Ends, Bert M. Morris Co.
BOOK-FILE Accordion Index File, Jayem Sales Corp.
BOOKLAMP Desk Lamp, Mario Mfg. Co., Inc.
BOOKMASTER Self-adjusting Book Ends, Lordell Corp.
BOOK-PAC Autographic Registers, The Miami Systems Corp.
BOOK-PAC Labels, Eureka Specialty Printing Co.
BOOMERANG Chair Pads, The Boomerang Chair Pad Co.
BORG Parcel Post Scales, Borg-Erickson Corp.
BOSCA BUILT Leather Goods, Hugo Bosca Co., Inc.
BOSS Casters, Phoenix Caster Co., Inc.
BOSTITCH Staplers and Tackers, Bostitch, Inc.
BOSTON Envelopes, Boston Envelope Co.
BOSTON Inkwells, Squires Inkwell Co.
BOSTON Pencil Sharpeners, C. Howard Hunt Pen Co.
BOSTON BOOKS Sales Books, The Potter Press
BOTTS Marking Inks and Crayons, Botts Mfg. Co.
BOURGEOIS Drawing Inks, Favor, Ruhl & Co.
BOWL POINT Pens, C. Howard Hunt Pen Co.
BOX-WRAPT Papers, Rockwell-Barnes Co.
BOYCE Loose Leaf Devices and Forms, A. E. Boyce Co.
BOYLE Leather Goods, Boyle Leather Goods Co., Inc.
BRADFORD BOND Typewriter Paper and Multilith Paper, Fay Paper Products, Inc.
BRADLEY Colors and Crayons, Milton Bradley Co.
BRANDT Coin Handling Machines, Wrappers and Trays, Brandt Automatic Cashier Co.
BRENET Stopwatches, Meylan Stopwatch Co.
BRENO Stopwatches, Meylan Stopwatch Co.
BREVI-PADS Shorthand Machine Tape, Kirk Brevitype Corp.
BREVITYPE Shorthand Machines, Kirk Brevitype Corp.
BREWSTER Office Chair Cushions, Brewster Mfg. Co.
BREWSTER VELLUM Offset Paper, Crocker-McElwain Co.
BRIDGEPORT Book Ends, Bridgeport Hardware Mfg. Corp.
BRIEFMASTER Combination Brief Bags, Charles Doppelt & Co., Inc.
BRIEFPAK Business Luggage, New Rexbilt Leather Goods Co.
BRIGHT Upholstered Chairs, Bright Chair Co., Inc.
BRISTOW Mail Distributors, Stanley R. Bristow
BRITEMARK School Chalk, Walbuck Crayon Co.
BROADWAY Catalog Covers, The Federbush Co., Inc.
BROADWAY Fountain Pens, U. S. Victor Fountain Pen Co., Inc.
BROADWAY Ledger Binders, Stationers Loose Leaf Co.
BROADWAY GRADE Index Cards and Folders, Oxford Filing Supply Co.
BRODLYNE Crayons, Milton Bradley Co.
BROKAW Offset Paper, Wausau Paper Mills Co.
BRONZE-TONE Billfolds, Enger-Kress Co.
BROOKLYN Daters, James H. Matthews & Co.
BROWNIE Ball-Point Pens and Mechanical Pencils, Brownie Mfg. Co.
BROWN'S Typewriter and Ledger Papers, L. L. Brown Paper Co.
BRUNING Drafting Equipment, Charles Bruning Co., Inc.
BRUNING-WALLACE Drafters, Charles Bruning Co., Inc.
BRUSH Typewriter Erasers, Joseph Dixon Crucible Co.
BRUSH-N-CAPS Brushes and Caps, The Applicator Co.
BUCCANEER Ribbons and Carbons, The Carter's Ink Co.
BUCHAN Binders and Visible Card Systems, Buchan Loose Leaf Records Co.
BUCK-BALL Ball-Point Pens, Universal Fountain Pen & Pencil Co.
BUCKEYE BOND Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
BUCKI Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
BUCKINGHAM Pencils, Reliance Pencil Corp.
BUCK-L-BINDER Storage Binders, The Reb-Wal Hunt Co.
BUD Type Cleaner, Typewriter Pads, Bud Type Cleaner Co.
BUDDIE Pencils, National Pencil Co.
BUDDY Memo Books, Purse and Pocket Reminders, Staplers, Wilson Jones Co.
BUFFALO Pencils, Koh-I-Noor Pencil Co.
BUILDERS Carpenters' Pencils, Blaisdell Pencil Co.
BUILD-UP-TRAY Desk Trays, Jayem Sales Corp.
BUILT LIKE A SKYSCRAPER Files, Shaw-Walker Co.
BULB POINT Steel Pens, Eagle Pencil Co.
BULL DOG Binders, Gaylord Bros., Inc.
BULL DOG Clips, The H. C. Cook Co.
BULL DOG Push Pins, Mounties, Inc.
BULLDOG Staplers, Arrow Fastener Co., Inc.
BULLET Carbon Papers, Kee Lox Mfg. Co., Inc.
BULLETIN Pencils, Reliance Pencil Corp.
BULLETIN Stencils, Heyer Corp.
BULMAN Paper Cutters and Twine Holders, E. O. Bulman Mfg. Co., Inc.
BUMP Paper Fastener, Bump Paoer Fastener Co.
BUNCH OF DATES Memo Calendars, Ever Ready Calendar Mfg. Co.
BUNKER HILL Gelatin Carbons, Colonial Carbon Co.
BUNN Package-Tying Machines, B. H. Bunn Co.
BUR-ACME Tackers and Staples, Burgess Fastening Co.
BURCO Loose Leaf Devices, The Burkhardt Co.
BURGESS Staplers and Staples, Burgess Fastening Co.
BURK-ART Covers and Binders, The Burkhardt Co.
BURNS Ribbons and Carbons, Burns Mfg. Co.
BURRO Index Tabs and Paper Clips, The H. C. Cook Co.
BURROUGHS Business Machines, Burroughs Corp.
BURTON Adding Machine Rolls, Burton Paper Products Corp.
BUSFILES Deskside Files, Weis Mfg. Co.
BUSINESS SURVEY Maps and Atlases, C. S. Hammond & Co., Inc.
BUTLERETTE Ash Trays, Skinner & Kennedy Co.
BUTTERSCOTCH Reception Room Furniture, Sikes Co., Inc.

C

"C" Paper Clips, Oakville Co.
C.C.C. TOP PRODUCTS Cash Boxes, Central Can Co.
C.I.F. Business Forms, Moore Business Forms, Inc.
C.I.L. Business Forms, Moore Business Forms, Inc.
C-K All-Steel Chair Irons, Collier-Keyworth Co.
CTR Program Timers, Time Recorders and Stamps, The Cincinnati Time Recorder Co.
C-BAC Binders and Covers, Elbe File & Binder Co., Inc.
C-FOAM Chair Cushions and Typewriter Pads, American Latex Products Corp.
C-THRU Transparent Rulers and Drawing Instruments, C-Thru Ruler Co.
CABINET Pencils, Joseph Dixon Crucible Co.
CABOT'S Promotional Material, Cabot's Promotional Aids, Inc.
CADET Illustration Boards, National Card, Mat & Board Co.
CADET Pencils, Joseph Dixon Crucible Co.
CADET Staplers and Staples, Ace Fastener Corp.
CADET TACKER Tackers, Ace Fastener Corp.
CADET UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
CADIE Polishing Cloths, Cadie Chemical Products, Inc.
CADO Key Holders, Binders, Clipboards, Inks and Cleaners, Cushman & Denison Mfg. Co.
CADO KEMASTER Key Racks, Cushman & Denison Mfg. Co.
CAHILL Payroll Systems, S-K Forms Co.
CAIRO Drawing Paper, L. Hyman & Sons
CALCA-DIAL Time and Wage Computer, Evans Specialty Co.
CALCULAGRAPH Elapsed Time Recorders, Calculagraph Co.
CALCULATOR Pencils, Blaisdell Pencil Co.
CALENDAP Pencils, General Pencil Co., Inc.
CALINDEX Desk Calendars, Zephyr American Corp.
CALLSENDER Intercommunicating Systems, Wm. M. Smith Co.
CAL-PAD Perpetual Calendars, Finch & McCullough
CAMEO Coin and Catalog Envelopes, Quality Park Envelope Co.
CAMEO Drawing Tablets, American Pad & Paper Co.
CAMEO Typewriter Ribbons, H. M. Storms Co.
CAMEO TOP Pen and Pencil Sets, Morrison Fountain Pen Co.
CAMPAIGN Pencils, Wallace Pencil Co.
CAMPBELL Smoking Stands, Campbell Products Co.
CAMPUS Student Lamps, General Lamps Mfg. Corp.
CAMPUS BOND Typewriter Paper, Southworth Co.
CAMPUS KING Carbon Papers, Franklin Ribbon & Carbon Co., Inc.
CAMPUS VELLUM Papers, Southworth Co.
CANDLELIGHT Billfolds, Enger-Kress Co.
CANINK Black Canners Ink, Irwin-Hodson Co.
CANODE PRODUCTS Duplicating and Marking Inks, Ink Specialties Co., Inc.
CANPRO Typewriter Covers, Can-Pro Corp.
CANTON Stationers Glassware, Canton Glass Co., Inc.
CANT-SLIP Platen Renewer, Clarotype Co., Inc.
CAPITOL Blotting Papers, Joseph Parker & Son Co.
CAPITOL Pencils, Eagle Pencil Co.
CARBEX Hand Cleansing Cream, Codo Mfg. Co.
CARBN-TET Type Cleaner, Tele-Cide Chemical Corp.
CARBOFF Wax-Coated Carbon Paper, Waxon-Carboff, Inc.
CARBO-JAK Carbon Packs, Standard Manifold Co.
CARBON Pencils, American Pencil Co.
CARBON BLACK Drawing Pencils, General Pencil Co., Inc.
CARBON PAPER PAC Carbon Packs, Carbon Paper Pac Co.
CARBONITE Charcoal Pencils, J. S. Staedtler, Inc.
CARBONSET Continuous Forms, Uarco Incorporated
CARBO-PAK Continuous One-Time Carbons, Atlantic Register Co.
CARBOPLAN Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
CARBO-READY Snap-Apart Sets, Alfred Allen Watts Co., Inc.
CARBO-WELD Pencils, General Pencil Co.
CARD-A-DRESSER Spirit Addressing Machine, Diebold, Inc.
CARDESK Card Record Desks, Reynolds & Reynolds Co.
CARDINAL Adding Machine Rolls, Paper Cups, Southern Straw Mfg. Co.

CARDINAL Blackboard Erasers, E. W. A. Rowles Co.
CARDINAL Fountain Pens, Rotary Pen Co.
CARDINAL Office Furniture, Cardinal Sales, Inc.
CARDINAL Office Machine Covers, Cardinal Products, Inc.
CARDINAL Rubber Erasers, Eagle Pencil Co.
CARDINAL BRAND Typewriter Ribbons, Miller-Bryant-Pierce
CARDINEER Rotary Files, Diebold, Inc.
CARD-O-GUIDES File Guides for Cardineer, Diebold, Inc.
CARDMASTER Postcard Duplicators, Cardmaster Co.
CARD-O-MATIC Tabulating Card Punch, Remington Rand Inc.
CARDVERTISER Post Card Printers, The Elliott Addressing Machine Co.
CARLTON Brief Cases and Portfolios, Carlton Brief Case Corp.
CARLTON Illustration Board, Chas. T. Bainbridge's Sons
CARNATION Pencil Erasers, Joseph Dixon Crucible Co.
CARNATION BRAND Ribbons and Carbons, Miller-Bryant-Pierce
CAROUSEL Ash Trays, McDonald Products Corp.
CARPENTER Pencils, Blaisdell Pencil Co.
CARPENTER Pencils, National Pencil Co.
CARPENTER Pencils, Wallace Pencil Co.
CARPENTERS' UNION Pencils, Eagle Pencil Co.
CARRIER Air Conditioning Units, Carrier Corp.
CARRY ALL Brief Bag, Winfield Mfg. Co.
CARTER'S Inks and Adhesives, The Carter's Ink Co.
CARVEL Tracing Papers, Cardinell Corp.
CASE BINDERS Case Files, Smead Mfg. Co., Inc.
CASE NUMBERER Numbering Machines, Wm. A. Force & Co.
CASHGARD Steel Chests, Diebold, Inc.
CASINO Pencils, Swan Pencil Co., Inc.
CASLON Mimeo and Ledger Papers, The Munising Paper Co.
CASTELL Pencils, A. W. Faber-Castell Pencil Co.
CASUAL Sofas, Kenmar Mfg. Co.
CATALINA Fluorescent Desk Lamps, Industrial Lamp Corp.
CATA-RACK Book-Catalog Racks, Sengbusch Self-Closing Inkstand Co.
CATALPA Pads and Typewriter Paper, L. Hyman & Sons
CATHEDRAL Notebooks, Tablets and Pads, Kurtz Bros.
CATALOGER Catalog Files, Remington Rand Inc.
CAVALIER Desk Calendars, Finch & McCullough
CAVALIER Telephone List Finder, Bates Mfg. Co.
CEDAR-KING Pencils, National Pencil Co.
CEDAR-SAN Dust-Laying Oil, Huntington Laboratories, Inc.
CELEBRITY Pens and Desk Sets, Stratford Pen Corp.
CELLO Tape Dispensers, Lipton Mfg. Co., Inc.
CELLO-CLIP Map and Plan Files, The Globe-Wernicke Co.
CELLOPHANE Marking Pencils, Blaisdell Pencil Co.
CELLOTAB Loose Leaf Indexes, Veet Industries
CELLUGRAF Signals, Geo. B. Graff Co.
CELLULOOK Report Covers, Associated Stationers Supply Co.
CELLU-PAK Canary Second Sheets and Office Machine Rolls, Cellulose & Paper Converting Co., Inc.
CELL-U-SEAL Index Guides, Weis Mfg. Co.
CELLUSPONGE Cellulose Sponges, Schroeder & Tremayne, Inc.
CELL-U-TACH Attachable Cellulose Tabs, G. J. Aigner Co.
CELLU-VISE Index Tabs, Geo. B. Graff Co.
CELL-U-WELD File Folders, Smead Mfg. Co., Inc.
CELON Mucilage, Diamond Ink & Adhesive Co.
CELTIC Sectional Post Binders, National Blank Book Co.
CEL-U-DEX Guides, Tabs and Signals, Cel-U-Dex Corp.
CENTAB School Supplies, Central Tablet Mfg. Co.
CENTAMATIC Paper Punches, Mutual Stationers Supply Corp.
CENTAUR Stamp Albums, Scott Publications, Inc.
CENTENNIAL Brass Wheel Daters, R. A. Stewart & Co., Inc.
CENTENNIAL Ribbons and Carbons, John Underwood & Co.
CENTRAL Desks and Tables, Central Desk Mfg. Co.
CENTURION Stationery Products, Bainbridge, Kimpton & Haupt, Inc.
CENTURY Gold Filled Pencils, A. T. Cross Pencil Co.
CERCLA Metal Mechanical Bindings, General Binding Corp.
CERLOX Plastic Mechanical Bindings, General Binding Corp.
CERTIFICATE Bond Papers, Crocker-McElwain Co.
CERTIFIED Carbon Papers, Kee Lox Mfg. Co., Inc.
CERTIFIED Colored Pencils, National Pencil Co.
CERTIFIED GOVERNMENT STANDARD Ink, Crescent Products Co.
CERTIFIED Office Machine Rolls, Rittenhouse Paper Co.
CESCO Loose Leaf Equipment and Accounting Systems, The C. E. Sheppard Co.
CESCO-DEX Celluloid Index Strips, The C. E. Sheppard Co.
CESCOID Ledgers, The C. E. Sheppard Co.
CHAIRMAN Desk Lamps, General Lamps Mfg. Corp.
CHAL Label-Moistening Solution, The Sta-Zon Co.
CHALKMASTER Blackboard Erasers, Weber Costello Co.
CHALLENGE Blueprint Papers, Keuffel & Esser Co.
CHALLENGE Clipboards, Hedges Mfg. Co.
CHALLENGE Daters, Numberers, Louis Melind Co.
CHALLENGE Eyelet Presses and Punches, Edward L. Sibley Mfg. Co., Inc.
CHALLENGE Notes, Drafts, and Receipts, C. R. Gibson Co.
CHALLENGE Paper Drills and Cutters, Challenge Machinery Co.
CHALLENGE Ribbons and Carbons, Consolidated Ribbon & Carbon Co.
CHALLENGE Scratch Pads, Rockwell-Barnes Co.
CHALLENGE Sectional Post Binders, Stationers Loose Leaf Co.
CHALLENGE Spring Binders, Elbe File & Binder Co., Inc.
CHALLENGE Stationery Items, Bainbridge, Kimpton & Haupt, Inc.
CHALLENGER Duplicator Supplies, Challenger, Inc.
CHALLENGER Steel Filing Cabinets, Bentson Mfg. Co.
CHALLENGER Steel Office Tables, Maso Steel Products
CHAMONIX French Chamois, Schroeder & Tramayne, Inc.
CHAMP Aluminum Desk Trays, Nu-Craft Products Co.
CHAMPION Adding Machine Rolls, Book Rests, Loose Leaf Sheets, Pads, Shorthand Books, American Pad & Paper Co.
CHAMPION Casters, Hamilton Caster & Mfg. Co.
CHAMPION Clasp Envelopes, Quality Park Envelope Co.
CHAMPION Daters and Numberers, Wm. A. Force & Co.
CHAMPION Display Hooks, L. D. Van Valkenburg Co.
CHAMPION Fountain Pens and Pencils, Southern Pen Co.
CHAMPION Income Tax Record, Commonwealth Publishing Co.
CHAMPION Maps and Globes, Weber Costello Co.
CHAMPION Mucilage and Hectograph Pencils, Levison & Blythe Mfg. Co.
CHAMPION Pencil Sharpeners, C. Howard Hunt Pen Co.
CHAMPION Rubber Stamps, James H. Matthews & Co.
CHAMPION Stationery Items, Frank A. Weeks Mfg. Co.
CHAMPION Steel Type Holders, James H. Matthews & Co.
CHAMPION Utility Stands, Maso Steel Products
CHAMPION WIRE-O Notebooks and Receipt Books, American Pad & Paper Co.
CHANCELLOR Sectional Post Binders, A. E. Boyce Co.
CHANGEPOINT Fountain Pens, Perpetual Calendars, Changepoint Inc.
CHAN-L-SLIDE File Folders, Smead Mfg. Co., Inc.
CHARACTER Carbon Papers and Ribbons, Remington Rand Inc.
CHARCOAL Pencils, Blaisdell Pencil Co.
CHARCOAL Pencils, General Pencil Co.
CHARDON Rubber Finger Tips, Chardon Rubber Co.
CHARFAIN Charcoal Sticks, American Crayon Co.
CHARKOL Pencils, National Pencil Co.
CHAR-KOLE Charcoal Sticks, Weber Costello Co.
CHARON Charcoal Pencils, Joseph Dixon Crucible Co.
CHARTER Pencils, Reliance Pencil Corp.
CHART-PAK Flow and Organization Chart Kits, Chart-Pak, Inc.
CHARVOZ Architects' Supplies, Charvoz-Roos Corp.
CHARVOZ-ROOS Magnifiers, Charvoz-Roos Corp.
CHASE ME Hand Cleanser, Ronnie Products, Inc.
CHATILLON Postal Scales, John Chatillon & Sons
CHECK WRITER Ink, Sanford Ink Co.
CHECKER Coat and Umbrella Racks, Vogel-Peterson Co.
CHECKER Hand Counter, J. L. Galef & Son, Inc.
CHECKER BOARD Ribbons and Carbons, Mittag & Volger, Inc.
CHECKERETTE Coat Room Racks, Vogel-Peterson Co.
CHECKO Check Protector Inks, Superior Marking Equipment Co.
CHECKVELOPE Check-Order Blank Combination, Tension Envelope Corp.
CHEKMATE Pocket Check Protector, Postamatic Co.
CHEK-O-LITE Illuminated Clip Board, I.D.L. Mfg. & Sales Corp.
CHELSEA Binders, The Federbush Co., Inc.
CHEM-BOARD Storage Files, Convoy, Inc.
CHEMI-SEALED Pencils, Eagle Pencil Co.
CHESTERFIELD Wood Bookcases, The Globe-Wernicke Co.
CHEXSIGNO Check-Signing Machines, Hall-Welter Co., Inc.
CHICAGO Desk Pads, Telephone Book Covers and Accessories, Chicago Desk Pad Co. Inc.
CHICAGO Pencil Sharpeners, Apsco Products, Inc.
CHICAGO LINE Cash Boxes, Card Index Boxes and Trays, Dehler Mfg. Co.
CHIEF Soap Eraser, Weldon Roberts Rubber Co.
CHIEFTAIN Bond and Typewriter Papers, Neenah Paper Co.
CHIEFTAIN Matched Office Suites, Hoosier Desk Co.
CHILDS Fire Extinguishers, American-LaFrance-Foamite Corp.
CHINA MARKER Pencils, National Pencil Co.
CHINA MARKING Pencils, Blaisdell Pencil Co.
CHISEL POINTED Staples, E. H. Hotchkiss Co.
CHROMATYPE Stencil Duplicator Supplies, Polychrome Corp.
CHROMCRAFT Tubular Metal Furniture, American Fixture & Mfg. Co.
CHROME DOME Watertrap Cigarette Urns, Franklin Metal Products Co.
CHROMIUM MOUNT Rubber Stamps, Bankers & Merchants, Inc.
CHUBB Safe Ledger Files, L. O'D. Lee
CICO Liquid Paste, The Carter's Ink Co.
CIDSON Powdered Ink, Thaddeus Davids Ink Co., Inc.
CINCINNATI Time Recorders, Cincinnati Time Recorder Co.
CIN-MADE Cylindrical Mailing Cases. The Cin-Made Corp.
CIRCLARC Desk Lamps, Faries Div.
CIRCLINE Desk and Ceiling Lamps, Faries Div.
CIRCLINE Fluorescent Desk Lamps, Compco Corp.
CIRCULAIR Circulating Fans, Kisco Co.
CITADEL BOND Typewriter Paper, Hampshire Paper Co., Inc.
CITATION Duplicator Stencils, Ronnie Products, Inc.
CITATION Fountain Pens, Waterman Pen Co., Inc.
CLARIN Folding Chairs, Clarin Mfg. Co.
CLARK Bulletin Boards and Directories, R. W. Clark Mfg. Co.
CLARK LINE Steel Shelving, R. K. Clark Co.
CLARO Pencil Erasers, Joseph Dixon Crucible Co.
CLAR-O-TYPE Liquid Type Cleaner, Clarotype Co., Inc.
CLARY Adding & Calculating Machines, Cash Registers, Clary Multiplier Corp.
CLASS Pencils, Reliance Pencil Corp.
CLASSIC Desk Classifiers, The Cooke & Cobb Co.
CLASSIC Desk Name Plates, Walter E. Kutch Co.
CLASSIC Paper Clips, Noesting Pin Ticket Co., Inc.
CLASSIC Pencils, American Pencil Co.
CLASSIC Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
CLASSIC School Bags, Royal Cushion Co., Inc.
CLASSI-FILE File Folders, Remington Rand Inc.
CLAUSS Shears and Scissors, Henkel-Clauss Co.
CLAYOLA Modeling Clay, Binney & Smith Co.
CLEAN COPY Ribbons and Carbons, Burroughs Corp.
CLEAN WRITE Carbon Papers, Queen Ribbon & Carbon Co., Inc.
CLEANALL Typewriter Brushes, Arthur W. Hahn
CLEANATYPE Type Cleaner, Rudolf Orthwine Corp.
CLEANCOPY Pay Envelopes, Alfred Allen Watts, Inc.
CLEANGRIP Carbon Papers, H. M. Storms Co.
CLEANSBEST Brooms, Mops and Dusters, H. Hertzberg & Son, Inc.
CLEAR WRITE Carbon Papers, Queen Ribbon & Carbon Co.
CLEARCOPY Onionskin Papers, Esleeck Mfg. Co.
CLEAR-FIELD Tablets and Pads, Kurtz Bros.
CLEARINDEX Folders and Guides, Weis Mfg. Co.
CLEARING HOUSE Pads and Legal Tablets, American Pad & Paper Co.
CLEAROSCOPE Stencil Scopes, The Heyer Corp.
CLEARPRINT Glycerine Rubber Stamp Ink, Irwin-Hodson Co.
CLEARPRINT Stamp Pads, Inks, Hand Cleaner and Ribbons, Phillips Process Co., Inc
CLEARTEX Typewriter Ribbons, Codo Mfg. Corp.
CLEARTONE Dictating Machine Cylinders and Discs, American Dictating Machine Co., Inc.
CLEARTYPE Maps, American Map Co.
CLEARVUE Albums, Samuel Ward Mfg. Co.
CLEAR-VUE Desk Organizers, Mayer Mfg. Co.
CLEENEST Carbon Papers, Write, Inc.
CLEENOLEUM Desk Pads, Sainberg & Co., Inc
CLEEN-SEAL Master-Sets, Spirit Carbons, A. B. Dick Co.
CLEMCO Typewriter Desk Mechanism, The Seng Company
CLEMCO Wood Office Furniture, Clemco Desk Mfg. Co.
CLICK Daters and Numberers, Wm. A. Force & Co., Inc.
CLIMAX Adding Machine Rolls, Fay Paper Products, Inc.
CLIMAX Bond and Cash Boxes, Hamilton Metal Products Co.
CLIMAX Pencil Sharpeners, Apsco Products, Inc.
CLIMAX Smoking Stands, Campbell Products Co.
CLIMAX Storage Files, The Kay-Dee Co.
CLIMAX PORTA-FILE Portable Filing Unit, Hamilton Metal Products Co.
CLIMP Spring Clips, Joseph Dixon Crucible Co.
CLINCHER GRIP Envelopes, Northern States Envelope Co.
C-LINE Chair Cushions, Desk Pads, Chicago Desk Pad Co., Inc.
CLING Clips, H. C. Cook Co.
CLIP Binders, Elbe File & Binder Co., Inc.
CLIPAD Clip Boards, Elbe File & Binder Co., Inc.
CLIP-A-TAPE Gummed Tape Dispenser, Ideal Stencil Machine Co.
CLIP-ON Typewriter Eraser Holder, Aetna Products Co.
CLIPPER Receipts, Notes and Business Forms, Boorum & Pease Co.
CLIPPER Stapling Pliers, Ace Fastener Corp.
CLIPPER-GLIDER Staples, Ace Fastener Corp.
CLIPPER MAIL Opaque Papers, The Lafayette Co., Inc.
CLIP-U-LOCK Transfer and Storage Binders, Henry T. Adams Mfg. Co.
CLIX Chamois Skins, Nassau Sponge Co.
CLIX Paper Punches, New England Paper Punch Co.
CLOTHES MASTER Wardrobe Racks, Berkeley Industries
CLOTHESMASTER Wardrobe Cabinets, Supreme Steel Products, Inc.

CLOTHSTOK Expanding Files, National Fiberstok Envelope Co.
CLOVER BRAND Carbon Papers, Miller-Bryant-Pierce
CLYDESDALE Memo Book and Ring Book Fillers, Eureka Blank Book Co.
COATER Hat and Coat Rack, Crawford Metal Craftsmen, Inc.
COAT-RAK Metal Costumers, Tubecrafters Sales Division
COBWEB Carbon Papers, A. P. Little, Inc.
CODETAPER Dispenser-Printer for Gummed Tape, Better Packages, Inc.
CODEX Chart Paper, Codex Book Co., Inc.
CODO Ribbons and Carbons, Codo Mfg. Corp.
COFFIN'S Interest Tables, The John C. Winston Co.
COILETTE Telephone Cord Coilers, Huff Co.
COINOMETER Coin Changers, Sorters and Counters, Coinometer Corp.
COINTYPER Coin Operated Typewriter, Gramont Corp.
COIT'S Lettering Pens, Bridgeport Pen Co.
COLD SPRINGS Bond and Onionskin Paper, Whiting-Plover Paper Co.
COLE, GEO. E., Drafts, Notes and Receipts, Legal Blanks, Associated Stationers Supply Co.
COLE-CHROME Tubular Furniture, Cole Steel Equipment Co., Inc.
COLITHO Offset Duplicating Supplies, Columbia Ribbon & Carbon Mfg. Co., Inc.
COLL-A-CARB Carbon Paper, Thomas Mechanical Collator Corp.
COLLEGE BOY Pencils, National Pencil Co.
COLLINS Ink Eradicator, Collins-Benton Co., Inc.
COLONIAL Duplicating Supplies and Forms, Colonial Carbon Co.
COLONIAL Paper Drinking Cups, Boston Drinking Cup Co.
COLONIAL Scratch Pads, American Pad & Paper Co.
COLONIAL Steel Filing Equipment, Columbia Steel Equipment Co.
COLORBRITE Colored Pencils and Rubber Bands, Eberhard Faber Pencil Co.
COLOR CADDY Desk Sets, Scripto, Inc.
COLORPRINT Maps, American Map Co., Inc.
COLOR-TEX Colored Pencils, General Pencil Co.
COLSON Casters, Trucks, Colson Corp.
COLUMBIA Arch Files and Binding Cases, The Globe-Wernicke Co.
COLUMBIA Blueprint Cloth, Keuffel & Esser Co.
COLUMBIA Endorsing Machine Ink, The Irwin-Hodson Co.
COLUMBIA Machine Posting Trays, Wilson Jones Co.
COLUMBIA Mechanical Pencils, Columbia Pencil Co.
COLUMBIA Memo Books, Boorum & Pease Co.
COLUMBIA Metal Signs and Inks, Irwin-Hodson Co.
COLUMBIA Numbering Machines, Wm. A. Force & Co.
COLUMBIA Receipt Books, C. R. Gibson Co.
COLUMBIA Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
COLUMBIA Steel Filing Equipment, Columbia Steel Equipment Co.
COLUMBIAN Calendars, Columbian Art Works, Inc.
COLUMBIAN Chairs, Harter Corp.
COLUMBIAN Envelopes and String Ties, U. S. Envelope Co.
COLUMBIAN Twines, Columbian Rope Co.
COLUMBUS Pencils, A. W. Faber-Castell Pencil Co., Inc.
COLUMBUS Show Cases, Columbus Show Case Co.
COLWELL'S Appointment Log, Colwell Publishing Co.
COMET Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
COMET Second Sheets, Processed Papers
COMET Tackers, E. H. Hotchkiss Co.
COMET Type Cleaner, Pengad Mfg. Co.
COMET Typewriter Erasers, Eberhard Faber Pencil Co.
COMET Utility Desk, Orna-Metal Products Co.
COMFIT Posture Chairs, The Globe-Wernicke Co.
COMFORT Office Chair Cushions, Comfort Cushion Co.
COMFORT Pencils, Eagle Pencil Co.
COMFRONT Office Chairs, Indiana Chair Co.
COMMAND PERFORMANCE Pen and Pencil Sets, Eversharp, Inc.
COMMAND-AIR Air Circulators, Fans, Commander Mfg. Co.
COMMANDER Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
COMMANDER Safes, Diebold, Inc.
COMMANDER Staplers and Staples, Arrow Fastener Co., Inc.
COMMANDO Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
COMMANDO Mimeo Stencils, Ronnie Products, Inc.
COMMENTATOR Pen and Pencil Sets, Alexander Mfg. Co.
COMMERCE Bond Price Book Sheets, Loose Leaf Fillers, Typewriter Paper, American Pad & Paper Co.
COMMERCE Pencils, Eberhard Faber Pencil Co.
COMMERCE Typewriter Desks, Imperial Desk Co.
COMMERCE Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
COMMERCIAL Blotting Papers, Joseph Parker & Son Co.
COMMERCIAL Drawing Inks, General Pencil Co., Inc.
COMMERCIAL Fountain Pen Inks, S. S. Stafford, Inc.
COMMERCIAL Letter Files, Acme Letter File Corp.
COMMERCIAL Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
COMMERCIAL Rubber Stamp Printing Presses, Superior Marking Equipment Co.
COMMERCIAL Sheet Holders, Stationers Loose Leaf Co.
COMMERCIAL CALCULATOR Slide Rules, Gilson Slide Rule Co.
COMMERCIAL CONTROLS Mailroom Equipment, Commercial Controls Corp.
COMMODORE Pencils, A. W. Faber-Castell Pencil Co., Inc.
COMMON SENSE Inkstands, Squires Inkwell Co.
COMMON SENSE Travelers Expense Book, Beach Publishing Co.
COMMONWEALTH Steel Storage Cabinets, Wardrobe Cabinets, Commonwealth Steel Products Corp.
COMMUNO-PHONE Intercommunicating Systems, David Bogen Co., Inc.
COM-PAK Autographic Registers and Supplies, The Egry Register Co.
COMPANION Overnight Case, Winfield Mfg. Co.
COMPARE-A-DAY Record Books, Eureka Specialty Printing Co.
COMPASS Artist and Drafting Supplies, Compass Instrument & Optical Co., Inc.
COMPCO Lighting Fixtures, Sand Urns, Compco Corp.
COMPETETIVE Lumber Marking Ink, Irwin-Hodson Co.
COMPETITIVE Pencils, J. S. Staedtler, Inc.
COMPTOMETER Calculating Machines, Felt & Tarrant Mfg. Co.
CONCORD Ball-Point Pens, Concord Pen Co.
CONCORD Fountain Pens, Waterman Pen Co., Inc.
CONCORD Gelatin Carbons, Colonial Carbon Co.
CONCORD FERMUS Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
CONDOR Pencils, Richard Best Pencil Co.
CONFERENCE Aluminum Side Chairs, Ohio Chair Co.
CON-FER-PHONE Intercoms, Mark Simpson Mfg. Co., Inc.
CONGOFLOR Floor Coverings, Congoleum-Nairn, Inc.
CONGOLEUM Floor Coverings, Congoleum-Nairn, Inc.
CONGOTREAD Floor Coverings, Congoleum-Nairn, Inc.
CONGOWALL Wall Coverings, Congoleum-Nairn, Inc.
CONGRESS TIE Box Envelopes, Cooke & Cobb Co.
CONNECTICUT Burglar Alarms, Connecticut Telephone and Electric Corp.
CONOLLY Binders and Loose Leaf Devices, Henry Conolly Co.
CONQUEROR Spirit Duplicator, The Heyer Corp.
CONQUEST Fountain Pens, Waterman Pen Co., Inc.
CONQUEST Pencils and Leads, Wallace Pencil Co.
CONQUEST Ribbons and Carbons, Quest Mfg. Co.
CONSOLINE Loose Leaf Binders, Consolidated Loose Leaf, Inc.
CONSTITUTION Pencils, National Pencil Co.
CONTACT Pressure-Sensitive Labels, Archer Label Co.
CONTE Crayons and Pencils, Favor, Ruhl & Co.
CONTEX Adding Machine, Rex-Rotary Distributing Corp.
CONTINENTAL Desk Accessories, Continental Mfg. Co.
CONTINENTAL Felt Typewriter and Chair Pads, Continental Felt Co.
CONTINENTAL Metal Desks, Harrison Steel Cabinet Co.
CONTINENTAL Smoking Stands, Campbell Products Co.
CONTINENTAL Writing Inks, Scriptex Products Co., Inc.
CONTRACT Adding Machine Rolls, Rockwell-Barnes Co.
CONTRACT Bond, Onionskin Paper, American Writing Paper Corp.
CONTROL Pencils, Reliance Pencil Corp.
CONTROL PUNCHED Tabulating Forms, Uarco Incorporated
CONTROLA-CHART Visible Chart, Victor Safe & Equipment Co., Inc.
CONVERS-O-CALL Intercommunicating Systems, National Inter-Communicating Systems
CONVERTIBLE Steel Shelving, Berger Mfg. Div.
CONVERTISOR Slide Rules, C-Thru Ruler Co.
CONVERTO-BINDERS Zipper Portfolios and Ring Binders, Reuben Co.
CONVERTO-ZIP Portfolios, Reuben Co.
CONVEX HEAD Thumb Tacks, Hampden Mfg. Co.
CONVEX POINT Pencils, Eagle Pencil Co.
CONVOY Storage Files, Convoy, Inc.
COOKE Time Stamps and Daters, The Cooke Time Stamp Co.
COOK'S Index Signals and Clips, H. C. Cook Co.
COOLAIRE Circulators, Howard Industries, Inc.
COOL-CIRCLE-ATER Window Fans, Kisco Co., Inc.
COOLETTE Office Refrigerators, Tri Boro Enterprises, Inc.
COPASCO Paste, The Commercial Paste Co.
COP-E-EEZ Copyholder, R. Funk & Co., Inc.
COPIFIXT Manifold Sets, Snapout Forms Co.
COPI-RITE Duplicating Stencils, Layton Mfg. Co.
COPISET One-Time Carbon Forms, International Tag & Salesbook Co.
COPLEY Crayons, Milton Bradley Co.
COPPER CHIEF Ribbons and Carbons, Ames Supply Co.
COPY EASE Book Holders, Franklin Table Co.
COPY RIGHT Copyholders, Curtis-Young Corp.
COPY TYPE Ribbons and Carbons, Kraus Ribbon & Carbon Co.
COPYBRITE Duplicating Supplies, Copy Papers Sales & Service Agency, Inc.
COPYCOLOR Colored Pencils, Eagle Pencil Co.
COPYFIX Photocopying Machine, Remington Rand Inc.
COPYFLEX Photographic Materials, Chas. Bruning Co., Inc.
COPYGRAPH Copying Pencils, Eagle Pencil Co.
COPYINX Hand Cleaner, Copy Papers Sales & Service Agency, Inc.
COPYMAKER Spirit Duplicator, Old Town Corporation
COPY-PLUS Liquid Duplicators, Copy-Plus, Inc.
COPYREX Spirit Duplicators, Rex-Rotary Distributing Corp.
COPY-RITE Liquid Duplicators, Wolber Duplicator & Supply Co.
COPYSETS Snap-Apart Carbon Sets, Alfred Allen Watts, Inc.
COPYSETTE One-Time Carbon Sets, Port Huron Sulphite & Paper Co.
COPY-TYPE Carbons & Ribbons, Kraus Ribbon & Carbon Co.
COPY-TYPIST Automatic Copying Typewriters, American Automatic Typewriter Co.
COQUETTE Pad and Pencil Sets, Ehlbert Products
COQUILLE BRISTOL Drawing Bristol, Charles T. Bainbridge's Sons
CORAL Rubber Erasers, Weldon Roberts Rubber Co.
CORAL PINK Rubber Erasers, Weldon Roberts Rubber Co.
CORALINE Rubber Erasers, Weldon Roberts Rubber Co.
CORBIN Cabinet Hardware and Locks, Corbin Cabinet Lock Div., American Hardware Corp.
CORD LINE Desk Pads and Accessories, Polar Mfg. Co.
CORD-BOUND Sponges and Chamois, Schroeder & Tremayne, Inc.
CORDLEY Electric Water Coolers, Cordley & Hayes
CORDOVAN Leatherette Accessories, S. K. Smith Co.
CORINTH Fountain Pens, Waterman Pen Co., Inc.
CORMAC Photocopying Machine, Cormac Industries, Inc.
CORNER ROUNDER Round Corner Paper Cutters, Lassco Products, Inc.
CORONA Adding Machines, Typewriters, Smith-Corona Inc.
CORONET Fluid Duplicators, Standard Duplicating Machines Corp.
CORONET Social Stationery, Montag Bros.
CORPORATE BOND Typewriter Papers, Rockwell-Barnes Co.
CORPORATION Wood Office Furniture, Hoosier Desk Co.
CORRASABLE Typewriter Papers, Eaton Paper Corp.
CORRECT SEATING Chairs, Shaw-Walker Co.
CORREGIDOR Safes, Guardsman-Valentine, Inc.
CORRESPONDENCE Steel Pens, Eagle Pencil Co.
CORRESPONDENT Desk Lamps, General Lamps Mfg. Corp.
CORRIAN Filing Cabinets, Corry-Jamestown Mfg. Corp.
CORSAIR Pencils, National Pencil Co.
COSCO Marking Devices, Consolidated Stamp Mfg. Co., Inc.
COSCO Office Chairs, Hamilton Mfg. Corp.
COSMO Daters, A. D. Joslin Mfg. Co.
COSMOLITE Self-Shining Wax, Huntington Laboratories, Inc.
COSMOS Drawing Instruments, F. Weber Co.
COSTELLO Blackboard Erasers, Weber Costello Co.
COTTERMAN Rolling Store and Welded Steel Safety Ladders, I. D. Cotterman.
COUCH'S Intercommunicating Telephone Systems, S. H. Couch Co.
COUNTERBOY Gummed Tape Sealers, Better Packages, Inc.
COUNTER-TRED Standing Mats, American Floor Products Co.
COUNTESS Carbons & Ribbons, Pres-To-Line Corp. of America
COUPON Bond, Onion Skin Paper, American Writing Paper Corp.
COURIER Five-Year Desk Calendars, Finch & McCullough
COURTLEIGH Fountain Pens, Waterman Pen Co., Inc.
COVERMASTER Cuff Protectors, Office Machine Covers, Florence Textile Products
COVER-NOTE Desk Calendars, Columbian Art Works, Inc.
C-PACK Envelopes, Quality Park Envelope Co.
CRADITE Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
CRAFT Drawing Instruments, Chas. Bruning Co., Inc.
CRAFT Gum Erasers, Joseph Dixon Crucible Co.
CRAFT MASTER Brush Sets, Palmer Show Card Paint Co., Inc.
CRAFTINT Artists' Colors, Craftint Mfg. Co.
CRAFT-MARK Desk Sets, Pads and Accessories, Banov-Bernsley & Co.
CRAFTSMAN UTILITY Fountain Pens, W. A. Sheaffer Pen Co.
CRAMER Posture Chairs, Cramer Posture Chair Co.
CRAMER DROPOSITORY Money Depositories, Cramer Safe & Office Equipment Co.
CRAM Atlases, Maps and Globes, The Geo. F. Cram Co., Inc.
CRANE BRAND Scissors and Shears, Metropolitan Cutlery Co.
CRAYLUX Wax Crayons, National Crayon Co.
CRAYOGRAPH Crayons, American Crayon Co.
CRAYOLA Crayons, Binney & Smith Co.
CRAYOLET Wax Crayons, Binney & Smith Co.
CRAYONART Crayons, American Crayon Co.
CRAYONEX Crayons, American Crayon Co.
CRAYRITE Crayons, Milton Bradley Co.
CREME-O-WAX Polish, General Cement Mfg. Co.
CRESCENT Cardboard, Chicago Cardboard Co.
CRESCENT Dating Stamps, R. A. Stewart & Co.
CRESCENT Inks and Adhesives, Crescent Products Co.
CRESCENT Manifold Papers, Lafayette Co., Inc.
CRESCENT Sheet Holders, Wilson Jones Co.

CRESCENT Wire Recorders, Crescent Industries, Inc.
CRESCO Carbon Papers, Crescent Products Co.
CRE-SEPTIC Disinfectants, Theo. B. Robertson Products Co.
CREST Cork Bulletin Boards, N. Y. Silicate Book Slate Co.
CREST Fountain Pens, W. A. Sheaffer Pen Co.
CRESTEX Finger Paints, Palmer Show Card Paint Co., Inc.
CRESTLINE Steel Office Desks and Tables, Security Steel Equipment Corp.
CRETA-KOH-I-NOOR Pastels, Koh-I-Noor Pencil Co., Inc.
CROMWELL Pencils, Reliance Pencil Corp.
CROSS Gold and Silver Mechanical Pencils, A. T. Cross Pencil Co.
CROWFOOT Typewriter Ribbons, Old Town Corporation
CROWN ASH Trays, Smokers Stands, Smo-King Products, Inc.
CROWN Dating and Numbering Stamps, R. A. Stewart & Co., Inc.
CROWN Folding Chairs and Display Racks, Crown Products Co.
CROWN Marking Brush Pens, R. A. Stewart & Co., Inc.
CROWN Penholders, Eagle Pencil Co.
CROWN Price Marking Kits, R. A. Stewart & Co., Inc.
CROWN Staple Puller and Envelope Opener, Kenworth Mfg. Co.
CROWN Waste Baskets, Ohio Can & Crown Co.
CRUSADER Pen and Pencil Sets, Waterman Pen Co., Inc.
CRUSADER Pencils, Richard Best Pencil Co., Inc.
CRUSHED PARCHMENT Boxed Writing Papers, White & Wyckoff Mfg. Co.
CRYSTAL CLEAN Spirit Master Carbon, Crystal Copy Corp.
CRYSTAL COPY Duplicating Supplies, Crystal Copy Corp.
CRYSTAL-CLEAR Presentation Books, Elbe File & Binder Co., Inc.
CRYSTAL SEAL Name Plates, Gits Molding Corp.
CRYSTAL-PAK Transparent Products, Transparent Specialties Corp.
CUB CORDER Portable Tape Recorder, Ectro, Inc.
CUFF-ETTES Cuff Protectors, Angler's Products Co.
CUMMINS Perforators, Check Endorsers and Check Signers, Cummins-Chicago Corp.
CURMANCO Bank and Filing Supplies, Currier Mfg. Co.
CURRY Collators, J. Curry Mendes Corp.
CURTA Calculating Machine, Curta Calculator Co.
CUSHIONER Aluminum Posture Chairs, Remington Rand Inc.
CUSTOM-MASTER Drawing Instruments, Frederick Post Co.
CYCLE-MATIC Cycle Billing Desks, Remington Rand Inc.
CYCLO Daters, R. H. Smith Mfg. Co.
CYCLONE Automatic Feed, Slip Sheeter, Tab Puller, Addressing Machine & Equipment Co.
CYCLONE Paper Clips, Vail Mfg. Co.

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D-H Sheet Holders, Elbe File & Binder Co., Inc.
D. H. & D. Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
DS Files, All-Steel Equipment Inc.
D. T. Box Files, Globe-Wernicke Co.
DAB-N-STICK Adhesive Dispenser, Sapphire Products
DACO Filing Systems and Commercial Forms, Daco Card & Index Co.
DAHLIA Blotting Papers, L. Hyman & Sons
DAILY Calendar Pads, International Ticket Co.
DAILY PAPER Pencils, Blaisdell Pencil Co.
DAILY REMINDER Pads, American Pad & Paper Co.
DAILYWRITER Pencils, Jaclin Staty. Corp.
DAISY Furniture Cups, Schacht Rubber Mfg. Co.
DAISY INDESTRUCTIBLE Wire Letter and Waste Baskets, Massillon Wire Basket Co.
DALE Paper Fasteners and Washers, Edwin B. Stimpson Co.
DALTON Business Machines, Remington Rand Inc.
DALTON Sectional Post Binders, A. E. Boyce Co.
DAMASCUS Drawing Pencils, Richard Best Pencil Co., Inc.
DAMASK Blotting Papers, Joseph Parker & Son Co.
DAN-DEE Letter Trays, Bond Boxes and Waste Baskets, Erie Art Metal Co., Inc.
DAN-DEE Marking Crayons, Missouri Brush & Crayon Co.
DAN-DEE Office Machine Stands, Vanpe, Inc.
DANDY Box Files and Indexes, Hedges Mfg. Co.
DANDY Desk Sets and Pads, Stationers Specialty Co.
DANDY Envelope Sealers, Bainbridge, Kimpton & Haupt, Inc.
DANDY Gem Clips, Noesting Pin Ticket Co., Inc.
DANDY Hand Cleaner, Krayer Mfg. Co.
DANDY Paper Trimmers, Milton Bradley Co.
DANDY Pencil Sharpeners, Apsco Products, Inc.
DANDY Storage Files, Dandy Storage File Co.
DANDY AGATE Card Trays, Hedges Mfg. Co.
DANN'S Blackboard Erasers, E. W. A. Rowles Co.
DARNELL Casters and Glides, Darnell Corp., Ltd.
DASHAPLATES Addressing Machine Plates, Dashew Business Machines, Inc.
DATA TAPE-SHOOTER Dispenser-Printer for Gummed Tape, Better Packages, Inc.
DATERETTE Dating Machines, American Numbering Machine Co.
DATES-TO-BE-REMEMBERED Date Books, Nascon Products Division
DATONA Metal Stock Signs, Dayton Stencil Works Co.
DAUB-A-CAPS Daubers and Caps, The Applicator Co.
DAUNTLESS Fountain Pens, Waterman Pen Co., Inc.
DAUNTLESS Ledger Paper, Gilbert Paper Co.
DAVENPORT Post Binders, The Federbush Co., Inc.
DAVEY Book Ends, Letter Racks, Davey Products Co., Inc.
DAVIDS' Inks and Adhesives, Thaddeus Davids Ink Co., Inc.
DAVIDSON Folders and Offset Supplies, Davidson Corp.
DAVIDSON DUAL Duplicators, Davidson Corp.
DAVIDSON PAPER MASTER Offset Master Plates, Davidson Corp.
DAVOL Rubber Bands and Finger Cots, Davol Rubber Co.
DAVSON Bulletin Boards and Signs, A. C. Davenport & Son, Inc.
DAWN Ribbons and Carbons, Old Town Corporation
DAWN-AIRE Fresh Air Generators, Midwest Naturlite Co.
DAY BY DAY Diaries, Samuel Ward Mfg. Co.
DAY-AT-A-GLANCE Appointment Books, Nascon Products Division
DAY-BRITE Desk Lamps, Day-Brite Lighting, Inc.
DAYDEX Appointment Calendars, Wilson Memindex Co.
DAY-GLO Gummed Labels, Dennison Mfg. Co.
DAYLOCKER Safes, Guardsman-Valentine, Inc.
DAYTON Electric Fans and Circulators, Dayton Electric Mfg. Co.
DAZOR Floating Lamps, Dazor Mfg. Co.
DEADLINE Pencils, J. S. Staedtler, Inc.
DEADLOCK Tag Fasteners, Vail Mfg. Co.
DEAN Ball-Point Pens, Dean Mfg. Corp.
DEAN Pencils, American Pencil Co.
DEB Ball-Point Pens, Fieldston Products Corp.
DEBONAIR Pencils, Reliance Pencil Corp.
DEBONAIRE Posture Chairs, Domore Chair Co.
DECI LOG LOG Slide Rules, Pickett & Eckel, Inc.
DECIPOINT Slide Rules, Pickett & Eckel, Inc.
DECKER FILE Box Files, Decker Metal Products, Inc.
DECLARATION Bond Paper, Marvin Envelope & Paper Co.
DECO Wood Ash Trays, File Boxes, Letter Trays, Decatur Industries, Inc.
DECORA Colors, F. Weber Co.
DEDUCTAX Withholding Tax Calculator, Remington Rand Inc.
DEEP-GLO Figurine Paints, Palmer Show Card Paint Co., Inc.
DEEP-TONE Billfolds, Enger-Kress Co.
DEE-REZ DDT Insecticide, Huntington Laboratories, Inc.
DEE-R-TEE Type Cleaning Tools, Safeguard Corp.
DEFENDER Paper Fasteners and Straight Pins, Oakville Co.
DEFENDER Safes, Protectall Safe Corp.
DEFENDER Wood Desks, The Globe-Wernicke Co.
DEFENSE Carbon Papers, A. P. Little, Inc.
DEFIANCE Blackboard Erasers, Beckley-Cardy Co.
DEFIANCE Dating Stamps, R. A. Stewart & Co., Inc.
DEFIANCE Inkstands, Defiance Calendar & Stationery Corp.
DEK-ALL Colors, American Crayon Co.
DELBRIDGE Interest Calculators and Withholding Tax Calculators, Delbridge Calculating Systems, Inc.
DEL-E-TAPE Eradicable Typewriter Ribbons, Aetna Products Co.
DE LONG Brass Pins, DeLong Hook & Eye Co.
DELTA Artists' Brushes, Delta Brush Mfg. Co.
DELTA WRITING Legal Pads, Universal Pad & Tablet Corp.
DELTACHROMES Dye Transfers, Prints, West-Dempster Co.
DE LUXE Address Labels, Dennison Mfg. Co.
DE LUXE Binders and Posting Trays, Wilson Jones Co.
DE LUXE Hand-Mounted Globes, The Geo. F. Cram Co., Inc.
DE LUXE Ribbons and Carbons, Shipman-Ward Mfg. Co.
DE LUXE Stencil Duplicators, Vari-Color Duplicator Co.
DE LUXE 100-YEAR Fountain Pens, Waterman Pen Co., Inc.
DE LUXE DUR-ROL Platens, Shipman-Ward Mfg. Co.
DELUXE REVERSIBLE Chair Cushions, Comfort Cushion Co.
DELUXE ROYAL Chair Cushions, Comfort Cushion Co.
DE LUXE SECRETARIAL Typewriter Ribbons, Smith-Corona Inc.
DE VINNE SMOOTH Offset Paper, Crocker-McElwain Co.
DEMCO Library Supplies, Demco Library Supplies
DEMURE Ball-Point Pens, Ritepoint Co.
DENNISON Labels, Tags, Etc., Dennison Mfg. Co.
DENOMINATOR Pay Roll Tabulator, The Denominator Co., Inc.
DENSIWOOD Densified Furniture Components, Lundstrom Laboratories, Inc.
DEPENDABLE Chairs, Stools and Stands, Dependable Mfg. Co.
DEPENDABLE Fountain Pen Desk Set, Sengbusch Self-Closing Inkstand Co.
DERBY Brass Paper Fasteners, F. Kelly Co.
DERBY Carbon Papers, Ronnie Products, Inc.
DERBY Sealers and Labelers, Derby Sealers, Inc.
DERMA-SAN Disinfectants, Huntington Laboratories, Inc.
DESK COMPANION Steel Files, Western Mfg. Co.
DESK SAFE Security Boxes, Lennox Metal Mfg. Co., Inc.
DESKAID Blotter Pads and Work Distributors, Ehlbert Products
DESKAID Calendars, Defiance Calendar & Stationery Corp.
DESKAID Work Distributor, National Fiberstok Envelope Co.
DESKAL Desk Calendars, Defiance Calendar & Stationery Corp.
DESKETTE Dip Pen Desk Sets, Sanford Ink Co.
DESKING Memo Trays and Inkstands, Sterling Plastics Co.
DESKIT Stamp and Label Dispensers, Salsbury Corp.
DESK SAFE Security Files, Lennox Metal Mfg. Co., Inc.
DESK-O-FILE Metal Desks, Steel Parts Mfg. Corp.
DESKSIDE Files, Weis Mfg. Co.
DETECTO Mail and Parcel Post Scales, Detecto Scales, Inc.
DET-EK-TOR Billfolds, Enger-Kress Co.
DEVLIN Upholstered Chairs, Garland Furniture Co.
DEX Paste, John J. Ward, Inc.
DEX Safety Trimmers, Dex Safety Trimmer
DEXIGRAPH Photocopying Equipment, Remington Rand Inc.
DEXTER Pencil Sharpeners, Apsco Products, Inc.
DIABOLO Copying Pencils, American Pencil Co.
DIAL Appointment Books, General Diaries Corp.
DIAL-A-KEY Keycases, Enger-Kress Co.
DIALIST Telephone Indexes, Bates Mfg. Co.
DIAL-TAPER Electric Gummed Tape Sealing Machine, Marsh Stencil Machine Co.
DIAMOND Inks and Adhesives, Diamond Ink & Adhesive Co.
DIAMOND BRAND Ribbons and Carbons, Miller-Bryant-Pierce.
DIAMOND-ARROW Chair Casters, The Bassick Co.
DIAMOND-VELVET Chair Casters, The Bassick Co.
DIANA Pencils and Leads, J. S. Staedtler, Inc.
DICK MAILERS Mailing Machine, Dick Mailer Co.
DICTABELT Plastic Belt Record, Dictaphone Corp.
DICTACORD Continuous Recording Equipment, Dictaphone Corp.
DICTAPHONE Dictating Machines, Dictaphone Corp.
DICTATION Lead Pencils, J. S. Staedtler, Inc.
DICTATOR Typewriter Ribbons, Buckeye Ribbon & Carbon Co.
DICTOGRAPH Intercommunication Systems, Dictograph Products, Inc.
DICTOREL Dictating Machine, Pentron Corp.
DIEBOLD Chests and Safes, Diebold, Inc.
DIEHL Electric Fans, Diehl Mfg. Co.
DIETZGEN Drafting Instruments and Supplies, Eugene Dietzgen Co.
DILL & COLLINS Papers, The Mead Sales Co., Inc.
DIPADAY Pens and Desk Sets, Sengbusch Self-Closing Inkstand Co.
DIP-LESS Writing Sets, The Esterbrook Pen Co.
DIPLOMA Pencils, American Pencil Co.
DIPWELL Desk Writing Sets, The Carter's Ink Co.
DIRECT NAME Folders, Yawman and Erbe Mfg. Co.
DIRECT VISION Filing Systems and Folders, Yawman and Erbe Mfg. Co.
DIRECTOR Desk Lamps, Industrial Lamp Corp.
DIRECTOR Pencils, Reliance Pencil Corp.
DIRECTOR Perpetual Wall Calendars, Finch & McCullough
DIRECTOR Ribbons and Carbons, The Carter's Ink Co.
DIRECTOR Staplers, E. H. Hotchkiss Co.
DIRECTOR Wood Letter Trays, Majestic Staty. Co.
DISC Maptacks, Hampden Mfg. Co.
DISC Rubber Erasers, Joseph Dixon Crucible Co.
DISPATCH Pencils, Wallace Pencil Co.
DISPATCH Steel Pens, C. Howard Hunt Pen Co.

DISPENSACARD File Card Dispenser, Wabash Filing Supplies, Inc.
DITTO Duplicators and Supplies, Ditto, Inc.
DITTO Pencil Sharpeners, Apsco Products, Inc.
DITTOFORMS Printed Forms, Ditto, Inc.
DIV-I-DEX File Drawer Dividers, Cel-U-Dex Corp.
DIXIE Filing Supplies, Southern Folder & Index Co., Inc.
DIXIE Inkstands, Bainbridge, Kimpton & Haupt, Inc.
DIXIE Paper Drinking Cups and Dispensers, Dixie Cup Co.
DIXIE Upholstery Leather, Eagle-Ottawa Leather Co.
DIXIE CHROME PRODUCTS Chrome Furniture, Dixie Chrome Products
DIXON Brass Fasteners, Dixon Research, Inc.
DIXON ENDURO Pencil Sharpener, Joseph Dixon Crucible Co.
DIXON ENDURO DRAFTSMAN Pencil Sharpener, Joseph Dixon Crucible Co.
DIXON POINTER Pencil Sharpener, Joseph Dixon Crucible Co.
DOALL Letter Opener, Buckens Mfg. Co.
DO-ALL Rubber & Cord Matting, American Mat Corp.
DOCKET BOND Typewriter Papers, Rockwell-Barnes Co.
DOCUMENT FILE Storage Cases, The Globe-Wernicke Co.
DOEHLER Metal Office Furniture, Doehler Metal Furniture Co., Inc.
DOLAN Lounge Chair, Carlton-Surrey, Inc.
DOLIN Filing Equipment, Dolin Metal Products, Inc.
DOLLARTIME Time Computer, The Hourmaster
DOME Income Tax and Bookkeeping Records, Dome Publishing Co., Inc.
DOME-TOP Waste Receptacles, F. H. Lawson Co.
DOMINATOR Safes, Diebold, Inc.
DOMINO Stencil Correction Fluid, Ronnie Products, Inc.
DO/MORE Posture Chairs, Domore Chair Co., Inc.
DONIE Wood Office Furniture, Donie Chair and Mfg. Co.
DOPP-BILT Leather Business Cases, Charles Doppelt & Co., Inc.
DOPP-CRAFT Leather Business Cases, Charles Doppelt & Co., Inc.
DOPP-KIT Travel Kits, Charles Doppelt & Co., Inc.
DORO Office Furniture, Doro Mfg. Co.
DORSET Steel Desks, Dorset Steel Equipment Co.
DORSON Toll Timers, Dorson Time Instruments Co.
DORSON, JR. Time Stamps, Dorson Time Instruments Co.
DOUBLE DECKER Writing Sets, Union Pencil Co., Inc.
DOUBLE FEATURE Pen and Pencil Desk Sets, Union Pencil Co., Inc.
DOUBLE POINT Marking Plates, Hampden Mfg. Co.
DOUBLE SERVICE Hectograph Trays, Hectographia Corp.
DOUBLECOAT Stencils, Shallcross Co., Inc.
DOUBLE-DECKER Photo and Autograph Albums, Ehlbert Products
DOUBLETOP File Folders, Filing Equipment Bureau, Inc.
DOUBLIFE Rubber Stamps, Dayton Stencil Works Co.
DOUGH Rubber Erasers, Weldon Roberts Rubber Co.
DOUGLAS Ballot Boxes, Tables, Voting Booths, Douglas Mfg. Corp.
DOVERCLIFF Blackboard Chalk, American Crayon Co.
DOWN-EASE Leather Upholstered Furniture, Niemann, Inc.
DOWNEY Change Trays and Bank Supplies, C. L. Downey Co.
DOWNEY-JOHNSON Coin Counter, Johnson Fare Box Co.
DOWST Magazine and Catalog Binders, Dowst Bindery & Loose Leaf Co.
DR. SCAT Type Cleaner, Hand Cream and Plastic Cuffs, Dr. Scat Chemical Co.
DRAFTMASTER Drafting Tables, Stacor Equipment Co.
DRAFTSMAN SPECIAL Pencil Sharpeners, Apsco Products, Inc.
DRAGON Ribbons and Carbons, The Carter's Ink Co.
DRAUGHTING Pencils, Eagle Pencil Co.
DRAWING Steel Pens, C. Howard Hunt Pen Co.
DRAW-KLEEN Drawing Cleaner, Craftint Mfg. Co.
DRAWLET Pens, Esterbrook Pen Co.
DRAWRSTILE Storage Cases, The Kay-Dee Co.
DRAYFILE Metal Filing Cabinets, Dray Mfg. Co.
DREADNAUGHT Ledger and Bond Papers, Gilbert Paper Co.
DREADNOUGHT Staplers, Markwell Mfg. Co., Inc.
DREAM BRAND Ribbons and Carbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
DRESNER Luggage and Leather Goods, S. Dresner & Son, Inc.
DREYFUSS Smoking Stands, Campbell Products Co.
DRIAD Powder Paint, Binney & Smith Co.
DRI-AIRE Dehumidifier, Berns Mfg. Corp.
DRI-FLO Brush Marking Pens, Stencil Brushes and Inks, Dri-Flo Mfg. Co.
DRI KLEEN Ribbons and Carbons, Kee Lox Mfg. Co., Inc.
DRI-INK Transparent Marking Colors, Floquil Products, Inc.
DRI-KWIK Stamp Pads and Inks, Fulton Marking Equipment Co.
DRI-LINE Marking Pens and Inks, Sanford Ink Co.
DRIMARQUETTE Marking Inks, The Irwin-Hodson Co.
DRIPAINT Marking Stick, Markwell Mfg. Co., Inc.
DRI-RITE Brush Pens and Marking Inks, Brownie Mfg. Co.
DRI-RITE Duplicator Ink, Ink Specialties Co.
DROPFOLD Typewriter Desks, All-Steel Equipment Inc.
DROPOSITORY Money Depositories, Cramer Safe & Office Equipment Co.
DRY PEN Brush Pens, Markwell Mfg. Co., Inc.
DRY-HESIVE Masking and Mending Tapes, Gummed Tape & Devices Co.
DRY-TAB Package Sealers, Dry-Tab Package Sealer Co., Inc.
DRYTYPE Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
DU-ALL Pens, Holt Pen Co.
DUAL-JET Double Ended Pen, Jet Mfg. Co., Inc.
DUALKOTE Aluminum Offset Plates, Polychrome Corp.
DU-ALL No. 144 Carbons & Ribbons, Kraus Ribbon & Carbon Co.
DUAL-LOC Post Binder, C. E. Sheppard Co.
DUALOCK Prong Binders, Wilson Jones Co.
DUALOG Slide Rules, Tavella Sales Co.
DUANE Blotting, Bond and Duplicator Papers, Wansco Paper Products Co., Inc.
DUBL-FRONT Expanding File Pockets, The Cooke & Cobb Co.
DUBLTOP Filing Folders, Filing Equipment Bureau, Inc.
DUCHESS Carbons & Ribbons, Pres-To-Line Corp. of America
DUCHESS Illustration Board, National Card, Mat and Board Co.
DUCO Cement, E. I. Du Pont de Nemours & Co.
DUHONEY 20 Folding Leg Mechanisms, Midwest Folding Products
DUK-IT Ash Trays, Sand Urns and Humidors, McDonald Products Corp.
DUKE Perpetual Calendars, Finch & McCullough
DUL-MAT Tracing Medium, Arthur Brown & Bro.
DUO Cabinet Locks, Illinois Lock Co.
DUO Ink Eradicator, Cardinell Corp.
DUODEX Pocket Telephone Indexes, Nascon Products Division
DUO-DUSTIN Dusting Paper, Munising Paper Co.
DUO-FAST Staplers, Gun Tackers and Staples, Fastener Corp.
DUO-LIFE Steel Type, James H. Matthews & Co.
DUO-PAK Ribbons and Carbons, Neidich Process Div.
DUOPHOTO Photocopying Equipment, Duophoto Corp.
DUOPOINT Mechanical Pencils, Scripto, Inc.
DUOPOST Double Compartment Envelopes, Tension Envelope Corp.
DUO-PURPOSE Labels, Eureka Specialty Printing Co.
DUO-RITER Combination Ball Pen-Pencil, Holt Pen Co.
DUO-TANG Brief Covers, Ellingsworth Mfg. Co.
DUOTONE Linoleum Tile, Bird & Son
DUOTONE Typewriter Ribbons, The Shallcross Co.
DUO-TONE Wood Photo Albums, Stationers Specialty Co.
DUOTOP Filing Folders, Weis Mfg. Co.
DUOVELVA Photocopying Papers, Duophoto Corp.
DUPLEX Bookstands, Duplex Book Stand Co.
DUPLEX Calendars and Refills, Ever Ready Calendar Mfg. Co.
DUPLEX Ink-Pencil Erasers, Weldon Roberts Rubber Co.
DUPLEX Mechanical Pencils and Pencil-Knives, Duplex Pen & Pencil Co.
DUPLEX Memo Books, Boorum & Pease Co.
DUPLEX Periodical Binder, The C. E. Sheppard Co.
DUPLEX Posting Trays, Wilson Jones Co.
DUPLEX Sorters, Duplex Sorter Co.
DUPLEX RECORDAK, Recordak Corp.
DUPLICARBO Spirit Duplicators, Supplies, Du Prints, Inc.
DUPLICOPY Duplicators and Supplies, Duplicopy Co.
DUPLI-FORM Duplicator Sets, Old Town Corporation
DUPLI-KIT Addressor & Printer, Heyer Corp.
DUPLI-KLEEN Master Units, Spirit Carbon, Duplicopy Co.
DUPLIMAT Stencils, Addressograph-Multigraph Corp.
DUPLISTICKERS Gummed Labels, Eureka Specialty Printing Co.
DUPLI-TYPER Office Machine Attachments, Dupli-Typer Co.
DUPLITYPE Stencils and Inks, Duplicating Papers, Inc.
DUPLI-VOICE Dictating Machine, Valley Industries, Inc.
DUPLO Combination Pen and Pencil, Hutcheon Bros.
DUPLO Duplicating Paper, Rockwell-Barnes Co.
DUQUAINE Lecterns, A. J. DuQuaine Mfg. Co.
DURA Type and Foils, Franklin Mfg. Corp.
DURA-CLIP Clips and Clipboards, Dura-Clip Co., Inc.
DURABILITY Index Cards and Guides, C. L. Barkley & Co.
DURABILT Minute Books, Stationers Loose Leaf Co.
DURABLE Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
DURABUL County Record Binders, Wilson Jones Co.
DURACROME Fountain Pen Nibs, Esterbrook Pen Co.
DURA-FIBRE Vertical File Pockets, Smead Mfg. Co., Inc.
DURALEX Check and Passbook Covers, Coast Book Cover Co.
DURAMARK Paint Crayons, Eberhard Faber Pencil Co.
DURAN Plastic Upholstery, Masland Duraleather Co.
DURARCO School Bags, A. Reif & Co.
DURA-SEAL Adhesive Back Acetate, Morilla Co., Inc.
DURASHIELD In-and-Out Time Boards, Plastic Fabricators Co.
DURASOL Plastic-Coated Fabric, Masland Duraleather Co.
DURATAB File Folders, Oxford Filing Supply Co.
DURATEX Bulletin Boards, E. W. A. Rowles Co.
DURATEX File Folders, C. L. Barkley & Co.
DUREL Drawing Crayons, Binney & Smith Co.
DURHAM Steel Cash and Bond Boxes, The Durham Mfg. Co.
DURHAM LINE Folding Metal Chairs, Durham Mfg. Corp.
DURITE BRAND Carbon Papers, Miller-Bryant-Pierce
DURO Linoleum Desk Pads, Polar Mfg. Co.
DURO DECALS Decalcomania Transfers, Duro Decal Co., Inc.
DURO-FLEX Carbon Papers, Waters & Waters Branch
DUROGRAPHIC Ink Paper, Autographic Business Forms, Inc.
DUROL Type Cleaner, Reliance Pencil Corp.
DUROLEAD Carbon Copy Pencils, Reliance Pencil Corp.
DUROPLATE Blackboards, E. W. A. Rowles Co.
DURO-RIM Binders, Master-Craft Corp.
DUR-ROL Synthetic Rubber Platens, Shipman-Ward Mfg. Co.
DUSTLESS Brushes, Milwaukee Dustless Brush Co.
DU-VAR Decalcomanias, National Decalcomania Corp.
DUWACO BRAND Duplicating Inks, Dunham-Watson Co.
DUZITAL Coin Wrappers, C. L. Downey Co.
DYNAGRAPH Stencil Duplicator, Dansen Co.

E

E-K Leather Goods, Enger-Kress Co.
E.M. Scrubbing Compounds, Huntington Laboratories, Inc.
EOG Office Furniture, Herman Miller Furniture Co.
EP Duplicating Fluids, Schwartz Chemical Co.
ER-2 Gold Stamping Machines, Roberts, Cushman & Co.
E-Z Interest Tables, Twentieth Century Co.
E.Z.C. Price Ticket Sets, Franklin Mfg. Corp.
E-Z DIAL Tax Computers, Consolidated Business Systems, Inc.
E-Z EASEL Display Binder, McMillan Book Co.
E-Z-FRISKET Gummed Papers, Arthur Brown & Bro.
E-Z GRIP Parallel Straightedges, Mayline Co., Inc.
E-Z-LINKT Business Forms, Uarco Incorporated
E-Z OPEN Brief Bags, Cases, Standard Brief Case Co., Inc.
E-Z OUT Carbon Set Forms, Uarco Incorporated
E-Z SLIDE Card and Ticket Holders, Cooks', Inc.
E-Z SET Office Partitions, American Store Equipment and Construction Corp.
E-Z SORT Card Sorting Systems, E-Z Sort Systems, Ltd.
E-Z TRIP Salesbooks, Shelby Salesbook Co.
EAGLE Art Calendars, Skinner & Kennedy Co.
EAGLE Clip Files, Yawman and Erbe Mfg. Co.
EAGLE Desk Lamps, Eagle Electric Mfg. Co., Inc.
EAGLE Fountain Pens, Eagle Pencil Co.
EAGLE Ledgers and Loose Leaf Holders, National Blank Book Co.
EAGLE Letter Files, Acme Letter File Corp.
EAGLE-A Typewriter Papers, American Writing Paper Corp.
EAGLE BRAND Typewriter Ribbons, American Ribbon & Carbon Co., Inc.
EAGLE EYE Carbon Papers, Phillips Ribbon & Carbon Co., Inc.
EAGLE-GRIP Loose Leaf Binders, Le Febure Corp.
EAMES Chairs, Herman Miller Furniture Co.
EASEL Stenographic Notebooks, Rockwell-Barnes Co.
EASEL-ART Numbered Oil Paint Sets, Morilla Co., Inc.
EAST Sign Marker Sets, R. H. Smith Mfg. Co.
EASY Secretarial Desk Mechanisms, St. Louis Hardware Mfg. Co.
EASY Sign Markers, R. H. Smith Mfg. Co.
EASY SNAP Transfer Files, Strayer Coin Bag Co.
EASY-LIFT Secretarial Desk Mechanisms, St. Louis Hardware Mfg. Co.

EASYREST Posture Chairs, Metal Office Furniture Co.
EASYTYPE Rubber Keytops, Victor Adding Machine Co.
EATON Letter Papers, Eaton Paper Corp.
EAZYMARK Marking Crayons, St. Louis Crayon & Handle Co.
EAZY-VISION Desk Lamps, Bainbridge, Kimpton & Haupt, Inc.
EBCO Wall Water Fountains, Ebco Mfg. Co.
EBERHARD FABER Rubber Bands, Eberhard Faber Pencil Co.
EBON-DURA Black Fibre File Folders, Sell Corp.
EBONY Drawing Pencils, Eberhard Faber Pencil Co.
EBONY BLACK Stencil Inks, James H. Matthews & Co.
ECHO Typewriter Ribbons, Allied Carbon & Ribbon Mfg. Corp.
ECLIPSE Box Files, The Globe-Wernicke Co.
ECLIPSE Duplicating Inks, Peerless Ink Corp.
ECLIPSE Erasers, Joseph Dixon Crucible Co.
ECLIPSE Inks, Binney & Smith Co.
ECLIPSE Paper and Stationery, Kurtz Bros.
ECLIPSE Sectional Post Binders, A. E. Boyce Co.
ECLIPSE Time Stamps, A. D. Joslin Mfg. Co.
ECO Duplicator Inks. Vari-Color Duplicator Co.
ECO Watchmens Clocks, Detex Watchclock Corp.
ECOA Nameplates, Etching Co. of America
ECONDEX Paper Towels, Northern Paper Mills
ECONITROL Strip Accounting Forms, National Business Systems Co.
ECONO Mimeo and Duplicator Paper, Processed Papers
ECONOCHAIR Metal Side Chairs, Griggs Equipment Co.
ECONO-FORM Office Furniture, Kenwood Corp.
ECONOMAT Lithograph Products, A. B. Dick Co.
ECONOME Posture Chair, Maso Steel Products
ECONOMIC Casters, Hamilton Caster & Mfg. Co.
ECONOMIQUE Typewriter Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
ECONOMY Blackboard Erasers, E. W. A. Rowles Co.
ECONOMY Blotting Paper, Pads, Typewriter Paper Packets, American Pad & Paper Co.
ECONOMY Bookcases, The Globe-Wernicke Co.
ECONOMY Dry Stencils, The Heyer Corp.
ECONOMY File Folders, Southern Paper Products Co., Inc.
ECONOMY Floor Coverings and Runners, Bird & Son
ECONOMY Mailing Bags, Bemis Bros. Bag Co.
ECONOMY Office and School Desks, Wells Furniture Mfg. Co.
ECONOMY Partitions, Store Fixtures, Weber Showcase & Fixture Co., Inc.
ECONOMY Postal Scales, I.D.L. Mfg. & Sales Corp.
ECONOMY Price Books, A. E. Boyce Co.
ECONOMY Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
ECONOMY Sectional Post Binders, Stationers Loose Leaf Co.
ECONOMY Sign Markers, R. H. Smith Mfg. Co.
ECONOMY Steel Letter Files, Goodfrend Metal Products Co.
ECONOMY Storage Files, Pronto File Corp.
ECONOMY T-Squares, Mayline Co., Inc.
ECONOMY Transfer Binders, Henry T. Adams Mfg. Co.
ECONOMY Typewriter Stands, Toledo Metal Furniture Co.
ECONOMY SUITE Matched Office Furniture, Hoosier Desk Co.
ECONO-PAK Autographic Registers and Forms, Econo-Pak Register Co.
ECONO-RITE Manifold Books, Carbonized Paper Co.
ECONOTAB Celluloid Insertable Guides, Yawman and Erbe Mfg. Co.
ECON-O-TYPE Typewriter Billing Attachment, Autographic Business Forms, Inc.
EDDYSTONE Steel Pens, C. Howard Hunt Pen Co.
EDEN Executive Swivel Chairs, Carlton-Surrey, Inc.
EDEXCO Chart Paper, In-and-Out Registers, Bulletin Boards and Map Pins, Educational Exhibition Co.
EDGELESS Pencils, American Pencil Co.
EDIPHONE Dictating Machines, Thomas A. Edison, Inc.
EDITOR Ball Point Pens, Fieldston Products Corp.
EDITOR Pencils, Eberhard Faber Pencil Co.
EDMAR Fire Extinguishers, Rubber Stamp Kits, Edmar, Inc.
EDO-KING Marking Pencils, Monarch Pencil Co.
EDUCATOR Wax Crayons, Joseph Dixon Crucible Co.
EFF & C Steel Posture Chairs, The Fritz-Cross Co.
EFFICIENCY Adding Machine Rolls, Cross Section Pads, Price Book Sheets, American Pad & Paper Co.
EFFICIENCY Autographic Registers, Business Systems and Forms, The Egry Register Co.
EFFICIENCY Gelatin Roll Duplicators, The Heyer Corp.
EFFICIENCY EZERASE Typewriter Paper and Packets, American Pad & Paper Co.
EGYPTIAN Mucilage, Levinson & Blythe Mfg. Co.
EHRLICH OF GRAND RAPIDS Upholstered Furniture, Grand Rapids Leather Furniture Co.
EICOR Tape Recorders, Eicor, Inc.
EIFFEL Chamois, Schroeder & Tremayne, Inc.
ELASTIC TOLEX Plastic Upholstery Material, Textileather Corp.
ELASTICHUCK Aluminum Drafting Pencils, Winslow Product Engineering Corp.
ELBE Binders and Loose Leaf Devices, Elbe File & Binder Co., Inc.
ELDORADO Pencils, Joseph Dixon Crucible Co.
ELECTION Colored Pencils, Joseph Dixon Crucible Co.
ELECTRO CHEMICAL Inks, Thaddeus Davids Ink Co., Inc.
ELECTROFILE Card Index Systems, Johnson Fare Box Co.
ELECTRONIC Pencils and Leads, Eagle Pencil Co.
ELECTRONIC SECRETARY Telephone Answering Device, Electronic Secretary Distributors, Inc.
ELECTRONIC VOICE WRITER Voice Recorders, Thomas A. Edison, Inc.
ELEVATOR Desk Pen Sets. Esterbrook Pen Co.
ELF Pencils, Koh-I-Noor Pencil Co., Inc.
ELFCO Pocket Diaries, E. L. Freeman Co.
E-LINE Calendars, Skinner & Kennedy Co.
E-LINE Posture Chairs, Harter Corp.
ELITE Address and Guest Books, Samuel Ward Mfg. Co.
ELITE Transfer Cases, Top Flight Products Co., Inc.
ELITE TRU-PACK Autographic Registers, Egry Register Co.
ELK BOND Carbon Papers, Miller-Bryant-Pierce
ELK BRAND Typewriter Ribbons, Miller-Bryant-Pierce
ELLIOTT Addressing Machines and Supplies, Elliott Addressing Machine Co.
ELLIOTT Drawing Materials, B. K. Elliott Co.
ELLIPTIC Rubber Erasers, Weldon Roberts Rubber Co.
ELSANE Desk Accessories. Sainberg & Co., Inc.
ELSON Lumber Marking Crayons, St. Louis Crayon & Handle Co.
ELYSEES Social Stationery, Montag Bros.
EMBASSY Ledgers, The Federbush Co., Inc.
EMBECO Wax Crayons and Paste, Milton Bradley Co.
EMBLEM Colored Pencils, Reliance Pencil Corp.
EMECO Aluminum Chairs, Emeco Corp.
EMBOSOGRAPH Sign-Making Machines, Embosograph Corp. of America
EMERALD Pencil Eraser, Eberhard Faber Pencil Co.
EMERALD Typewriter Ribbons, Smith-Corona Inc.
EMERALITE Desk Lamps and Smokers, Emeralite Co., Inc.
EMERSON-ELECTRIC Fans, Emerson Electric Mfg. Co.
EMINENCE BOND Typewriter Papers, Eaton Paper Corp.
EMPIRE Drawing Instruments, Chas. Bruning Co., Inc.
EMPIRE Salesmen's Catalog Binders, The Federbush Co.
EMPIRE Steel Filing Cabinets, Yawman and Erbe Mfg. Co.
EMPIRE Wood Office Furniture, Hoosier Desk Co.
EMPIRE CITY Thumb Tacks, Hampden Mfg. Co.
EMPRESS Ribbons and Carbons, Peerless-Imperial Co., Inc.
ENAMELED Graphic Crayons, St. Louis Crayon & Handle Co.
ENAMELED-HEAD Thumb Tacks and Paper Fasteners, Hampden Mfg. Co., Inc.
END-BOUND Columnar Books, National Blank Book Co.
ENDFOLDS File Folders, Remington Rand Inc.
ENDICATOR Staples, Bates Mfg. Co.
ENDORSOGRAPH Check Endorsing Machines, Commercial Controls Corp.
ENDURAROC Blackboards, E. W. A. Rowles Co.
ENDURO Pencil Sharpener, Joseph Dixon Crucible Co.
ENGER-KRESS Leather Goods, Enger-Kress Co.
ENGRAVED AUTOGRAPHS Metal Name Plates, Metalcraft, Inc.
ENGROSSING Inks, Higgins Ink Co., Inc.
ENNIS Tags and Salesbooks, Ennis Tag & Salesbook Co.
ENSEMBLE Rubber Erasers, Weldon Roberts Rubber Co.
ENSIGN Perpetual Calendars, Finch & McCullough
ENVELOCK Envelope Fasteners, Ames Safety Envelope Co.
ENVEL-OPENER Hand Letter Openers, Sterling Plastics Co.
ENVOLABE Moisteners, A. C. Hummel Co.
ENVOY Classroom Furniture, American Seating Co.
ENVOY Ring Binder, Shank Leather Goods Co.
EQUIPOISE Stencil File Books, Ronnie Products, Inc.
EQUIPTO Parts Bins, Steel Shelving and Stock Carts, Equipto Div., Aurora Equipment Co.
EQUITY BOND Analysis Paper, Columnar Pads, Yerg, Inc.
ERADO Ink Eradicator, Cardinell Corp.
ERASAGUARD Erasure Pads, Kee Lex Mfg. Co.
ERASALL Erasers, Eagle Pencil Co.
ERASIT Gum Erasers, Joseph Dixon Crucible Co.
ERAS-IT-KLEAN Eraser, National Pencil Co.
ERAZOL India Ink Remover, Cardinell Corp.
EREBE Water Colors and Illustration Board, Nobema Products Corp.
ERICKSON FOLD-A-WAY Tables, Haldeman-Langford Mfg. Co.
EROS Pencils, Koh-I-Noor Pencil Co.
ERROR-NO Copyholders, Hall-Welter Co., Inc.
ERSCO Order Books and Sales Books, Ersco
ESCO Paper Roll Specialties and Index Cards, Eastern Specialties, Inc.
ESCORT Bond, Ledger and Machine Posting Papers, L. L. Brown Paper Co.
ESCORT Hand Trucks, Associated Services
ESLEECK Air Mail Bond Papers, Esleeck Mfg. Co.
ESQUIRE Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
ESSAY Pencils, General Pencil Co.
ESSCO Steel Shelving, Lockers and Cabinets, Electric Service Mfg. Co.
ESSEX Post Binders, National Blank Book Co.
ESSKAY Carbon Paper, Tax Tables and Columnar Pads, S-K Forms Co.
ESTERBROOK Steel Pens, Fountain Pens and Mechanical Pencils, Esterbrook Pen Co.
ESTERCROME Steel Pens, Esterbrook Pen Co.
ESTEX Inks, Scriptex Products Co., Inc.
ESTEY Metal Lockers, Shelving, Estey Metal Products, Inc.
ETCHO Etching Inks, Superior Marking Equipment Co.
ETERNO Indelible Pencils, Joseph Dixon Crucible Co.
EUREKA Blackboard Erasers, Beckley-Cardy Co.
EUREKA Columnar Sheets, Eureka Blank Book Co.
EUREKA Copying Baths, Cloths, Eureka Blotter Bath Co.
EUREKA Labels and Albums, Eureka Specialty Printing Co.
EUREKA Post Binders, Stationers Loose Leaf Co.
EUREKA Ribbons and Carbons, Mittag & Volger, Inc.
EVABRITE Mirrors, Semon Bache & Co.
EVALAST Mirrors, Semon Bache & Co.
EVANS' Adhesives, The Commercial Paste Co.
EVANS' Gathering Racks and Sorters, Evans Specialty Co.
EVANSTIK Book Repair Paste, The Commercial Paste Co.
EVA-PRESS Rubber Stamp and Plate Making Machine, American Evatype Co.
EVER NEAT Desk Pads, Reliable Stationers Specialties Co.
EVER READY Desk Calendars and Pads, Ever Ready Calendar Mfg. Co.
EVER READY Moisteners and Gummed Tape Sealers, Ever Ready Label Corp.
EVER READY Payroll Systems, Bates Accounting Forms Co., Inc.
EVERBEST Ribbons and Carbons, Consolidated Ribbon & Carbon Co.
EVERBRIGHT Poster Colors, Nobema Products Corp.
EVERBRITE Stainless Steel Pens, Spencerian Pen Co.
EVER-CLEAN Pocket Protectors, Hurley Smith
EVEREADY Gelatin Sheet Duplicators, Hectographia Corp.
EVERFLAT Desk Pads, Sainberg & Co., Inc.
EVERGRIP Mucilage, American Crayon Co.
EVERHANDY Pencil Sharpeners and Bulldog Clips, C. Howard Hunt Pen Co.
EVERHOT Electric Burning Brands, Everhot Mfg. Co.
EVERKLEEN Coated Carbons, Hectographia Corp.
EVER-LAST Ball-Point Pens, Everlast Pen Corp.
EVERKLEEN Linoleum Desk Pads and Tops, Files, Edgewater Mfg. Co., Inc.
EVERLASTING Carbon Papers and Ribbons, Remington Rand Inc.
EVERLASTING Index Tabs, Yawman and Erbe Mfg. Co.
EVER-READY Motor Record Books, John J. Ward, Inc.
EVER-RITE Salesbooks, Ersco
EVERSHARP Fountain Pens and Mechanical Pencils, Eversharp, Inc.
EVERSHARP Shears and Scissors, Acme Shear Co.
EVERSTEADY Ash Tray, Quigley Co.
EVER-THERE Slide Rules, Keuffel & Esser Co.
EVERTHIN Erasers, Eberhard Faber Pencil Co.
EVERY DAY Files, Globe-Wernicke Co.
EVIDENCE BOND Typewriter Papers, Hampshire Paper Co.
EXACT Bond, Duplicator, Ledger, Mimeo Bond Paper, Wausau Paper Mills Co.
EXACTO Architects' Triangles and Curves, Turner Devices, Inc.
EXCEL Pens and Pencils, Non-Stop Pen & Pencil Co.
EXCEL Pin Tickets and Tags, Dancyger Mfg. Co
EXCEL PRODUCTS Ball Point Pens, Ferber Corp.
EXCELL Brief Binders, C. E. Sheppard Co.
EXCELLENCE Colored Pencils, Wallace Pencil Co.
EXCELLENT Paper Products, Wansco Paper Products Co., Inc.
EXCELLO Lecturers Chalk, American Crayon Co.
EXCELLO Post Binders, Stationers Loose Leaf Co.
EXCELLO Spirit Duplicator Fluid, Miller-Bryant-Pierce
EXCELSIOR Colored Lead Pencils, Reliance Pencil Corp.
EXCELSIOR Diaries, National Blank Book Co.
EXCELSIOR Rubber Stamp Pads, Volger Mfg. Co.
EXCELSIOR Stamping Ink, Thaddeus Davids Ink Co., Inc.
EXCELSIOR Tracing Cloth, Keuffel & Esser Co.
EXECUTIVE Checkwriters, Marcy F. Roderick Co.
EXECUTIVE Conference Desks, The Leopold Co.
EXECUTIVE Desk Classifiers, The Cooke & Cobb Co.
EXECUTIVE Desk Files, Quality Park Envelope Co.
EXECUTIVE Fluorescent Desk Lamps, Globe Lighting Products Co.
EXECUTIVE Letter Trays, Polar Mfg. Co.
EXECUTIVE Metal Waste Baskets, Ohio Can & Crown Co.
EXECUTIVE Moisteners, A. C. Hummel Co.

EXECUTIVE Pencils, Joseph Dixon Crucible Co.
EXECUTIVE Ribbons and Carbons, A. P. Little, Inc.
EXECUTIVE Refrigerator Bars, Tri Boro Enterprises, Inc.
EXECUTIVE Staplers, Markwell Mfg. Co., Inc.
EXECUTIVE Steel Waste Baskets, Nu-Craft Products Co.
EXECUTIVE FURNITURE Office Furniture, Executive Furniture, Inc.
EXECUTONE Intercommunication Systems, Executone, Inc.
EXELL Adding Machine Rolls and Onion Skin Papers, Rockwell-Barnes Co.
EXEL-O-CRAFT Advertising Specialties, Skinner & Kennedy Co.
EXERCISE Pencils, General Pencil Co.
EX-IT Hand Cleansing Cream, Phillips Process Co., Inc.
EX-IT Staple Removers, Markwell Mfg. Co., Inc.
EXPANDEX Expanding Envelopes, American Fiber-Velope Mfg. Co.
EXPANDEX Indexes and Inserts, Shaw-Walker Co.
EXPANDING INDEX Card Guides, Yawman and Erbe Mfg. Co.
EXPANDO Brief and Zipper Cases, Thomases & Co.
EXPANDO M. B. Binders, Wilson Jones Co.
EXPEDITE Mimeo Bond and File Folders, Rockwell-Barnes Co.
EXPERT Daters, R. H. Smith Mfg. Co.
EXPERT Pencils, American Pencil Co.
EXPORT SPECIAL Carbon Papers, Kee Lox Mfg. Co., Inc.
EXPRESS Gummed Tape Moisteners, Better Packages, Inc.
EXTENDA PHONE Telephone Bracket, Glidex Corp.
EXTRA ADHESIVE Mucilage, Thaddeus Davids Ink Co., Inc.
EXTRA BLACK Pencils, J. S. Staedtler, Inc.
EXTRA FINE Steel Pens, Eagle Pencil Co.
EXTRA QUALITY Carbon Papers, The Buckeye Ribbon & Carbon Co.
EYE EZE Ledger and Posting Trays, Konko Sales Co.
EYE-AID Index Record Cards, The Globe-Wernicke Co.
EYE-EASE Paper and Accounting Forms, National Blank Book Co.
EYE-EZE Stencils, American Stencil Mfg. Co.
EYE-SAVER Lamps, Faries Div.
EYESAVER Rulers, Seneca Novelty Co., Inc.
EYETINT Notebooks, Rockwell-Barnes Co.
EZEFILES Desk Files, Weis Mfg. Co.
EZEON Paper Clips, Acco Products, Inc.
EZERASE Fillers, Paper and Tablets, American Pad & Paper Co.
E-Z-SLIDE Card and Ticket Holders, Cooks' Inc.
E-Z-STAC Letter Trays, Bainbridge, Kimpton & Haupt, Inc.
EZY-FOLD Folding Benches, James P. Luxem Co.
EZYINDEX Tabs and Index Systems, Ezyindex Products Corp.
EZY PULL Carbon Papers, Miller-Bryant-Pierce
EZY-RASE NUCITE Glass Blackboards, N. Y. Silicate Book Slate Co.
EZY-RUG Rubber Matting, American Mat Corp.

F

F. & E. Check Protectors and Inks, Hedman Co.
F. B. Loose Leaf Holders, Speed Products Co., Inc.
F-C Steel Posture Chairs, Fritz-Cross Co.
F.E.B. Strip Indexes, Filing Equipment Bureau, Inc.
FSS Leather Upholstered Furniture, Frank Scerbo & Sons, Inc.
FABRIHIDE Memo Books, Eureka Blank Book Co.
FACILITY Posture Chairs, The Fritz-Cross Co.
FACIT Calculators, Facit, Inc.
FAC-SIMILE Copying Pencils, Blaisdell Pencil Co.
FACSIMILE Duplicating Supplies, Duplicating Papers, Inc.
FAIR DEAL Bond Papers, L. Hyman & Sons
FAIRCHILD COPY-ROLL Photocopy Equipment, Fairchild Aerial Surveys, Inc.
FAIRWAY Staplers and Staples, Markwell Mfg. Co., Inc.
FALCON Art Calendars, Skinner & Kennedy Co.
FALCON Rulers and Scales, American "falcon" Mfg. Corp.
FALCON Sectional Post Binders, A. E. Boyce Co.
FALCON Steel and Silver Steel Pens, Eagle Pencil Co.
FALCON Steel Pens, C. Howard Hunt Pen Co.
FAMLIFYLE Home Record Files, Weis Mfg. Co.
FAN PAK Fanfold Forms, Atlantic Register Co.
FAN-CARD Visible Vertical Card System, Wassell Organization, Inc.
FANETTE Portable Fans, Fresh'nd Aire Co.
FANFOLD Gummed Labels, Globe-Wernicke Co.
FARB-A-STAND Typewriter Tables, Louis H. Farber Co.
FARIES Desk Lamps, Faries Division
FARM FACTS Bookkeeping Systems, Wilson Jones Co.
FASCO Electric Fans, Fasco Industries, Inc.
FASHION-AIRE Metal Desks, Western Mfg. Co.
FAST MAIL Receipt Books, C. R. Gibson & Co.
FASTBRITE Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
FASTEX Rubber Cement, S. S. Artist Materials, Inc.
FASTIK Adhesives, W. I. Davids & Co.
FAST-SEALED Brief Covers, Cooke & Cobb Co.
FAST-TO-FILE Filing Units, The Kay-Dee Co.
FAULTLESS Binders and Filing Supplies, Stationers Loose Leaf Co.
FAULTLESS Casters and Glides, Faultless Caster Corp.
FAULTLESS Pencil Clips, L. D. Van Valkenburg Co.
FAUROT Finger Print Systems, Faurot, Inc.
FAUST Pencils, Koh-I-Noor Pencil Co., Inc.
FAVOR Artists' Materials, Favor, Ruhl & Co.
FAV-O-RITE Rubber Cement, Favor, Ruhl & Co.
FAVORITE Filing Supplies, Desk Classifiers and Clipboards, Cooke & Cobb Co.
FA-VO-RITE Scratch Pads, Fay Paper Products, Inc.
FAVORITE Slide Rules and Crayons, Keuffel & Esser Co.
FAWN Duplicating Supplies, Fawn Brands, Ltd.
FAYMUS Rubber Stamps and Inks, Bankers & Merchants, Inc.
FEATHERLITE Luggage, Warren Leather Goods Co.
FEATHER-MARK Marking Pens and Inks, Mutual Paper Co., Inc.
FEATHERTOUCH Denominators, Denominator Co., Inc.
FEATHERTOUCH Typewriter Keys, Munson Supply Co.
FEATHERTOUCH Writing Points, W. A. Sheaffer Pen Co.
FEATHERWEIGHT Autographic Registers, Uarco Incorporated
FEATHERWEIGHT—40 Carbon Papers, Kee Lox Mfg. Co., Inc.
FEATHERWEIGHT Numbering Machines, Bates Mfg. Co.
FEATHERWEIGHT Pocket Seal Presses, R. H. Smith Mfg. Co.
FEATHERWEIGHT Reading Glasses, Edroy Products Co.
FEATHERWEIGHT Ring Memos and Wallets, Trussell Mfg. Co.
FEATHERWEIGHT Rulers, Westcott Rule Co.
FEATHERWEIGHT Staplers, Markwell Mfg. Co., Inc.
FEATURE BOND Typewriter Papers, Rockwell-Barnes Co.
FEDERAL M. B. Binders, Wilson Jones Co.
FEDERAL Cash Registers, Federal Cash Register Co.
FEDERBUSH Binders and Covers, The Federbush Co., Inc.
FEDRALITE Type Cleaner, Federal Mining & Mfg. Co.
FEDRALUBE Typewriter Oil, Federal Mining & Mfg. Co.
FEDRATONE Typewriter Cleaning Solution, Federal Mining & Mfg. Co.
FEDRITE Platen Cleaner, Federal Mining & Mfg. Co.
FEDRON Platen Reconditioners, Federal Mining & Mfg. Co.
FELDCO Ring and Zipper Ring Binders, Feldco Loose Leaf Corp.
FELT-POINT Fountain Brush Pens, Marsh Stencil Machine Co.
FELTO Bulletin Boards, Signs, Coast Directory Co.
FENT-ONAMEL Labels, Fenton Label Co., Inc.
FERMUS Carbon Paper Kores Carbon Paper & Ribbons Mfg. Corp.
FERRIS Rotary Card Files, Ferris Business Equipment, Inc.
FERRIS Tape Pistols, Ferris Products, Inc.
FEUDAL OAK Leather Chairs and Sofas, Jamestown Lounge Co.
FIBERBILT Sample Cases, Fiberbilt Sample Case Co., Inc.
FIBERHYDE Brief Covers, National Fiberstok Envelope Co.
FIBERKOTE Brief Covers and Card Index Sets, National Fiberstok Envelope Co.
FIBEROK Wastebaskets, Bainbridge, Kimpton & Haupt, Inc.
FIBEROPE Expanding Wallets and File Pockets, Ames Safety Envelope Co.
FIBERSTOK Brief Covers and Filing Supplies, National Fiberstok Envelope Co.
FIBERTEX Expanding Envelopes and File Pockets, Josephson Mfg. Corp.
FIBER-VELOPE Filing Supplies and Wallets, American Fiber-Velope Mfg. Co.
FIBRCAN Waste Baskets, Plycraft Corp.
FIBRE FLAT Indexes, McMillan Book Co.
FIBRE FORM Waste Baskets, The Fibre Forming Corp.
FIBROTECTS Floor Mats, Sainberg & Co., Inc.
FIDELITY Onion Skin Papers, Esleeck Mfg. Co.
FIELDSTON Ball Pens, Fieldston Products Corp.
FIGURE FACTS Financial Statement Outfit, Master-Craft Corp.
FIGUREMASTER Calculators, Marchant Calculators, Inc.
FIGUREMATIC Calculators, Marchant Calculators, Inc.
FIGURINE Painting Sets, Palmer Show Card Paint Co., Inc.
FILAWAY Personal Files, Lennox Metal Mfg. Co., Inc.
FILCONSEAL Furniture Polish, Nelsonite Chemical Products, Inc.
FILE CADDY Steel Deskside Files, Amberg File & Index Co.
FILE-A-CARD Business Card Files, Redigraph, Inc.
FILE-A-CHECK Check File, Regal & Wade Mfg., Inc.
FILE-AID Card Holders, File-Aid Sales
FILECRAFT Steel Files, Automatic File & Index Co.
FILE-IT Personal File, Regal & Wade Mfg., Inc.
FILEMASTER Plastic Card Files, Brushmakers, Inc.
FILE-RITE Folders and Guides, Filequipment Corp. of America
FILESTOOL Metal Filing Stools, Kol, Inc.
FILEX Filing Supplies, Dunleavy Co.
FILM-A-RECORD Microfilming Equipment, Remington Rand Inc.
FILMGRAPH Sound Recorders, Miles Reproducer Co., Inc.
FILMO Microfilming Equipment, Burroughs Corp.
FI-LOX Expanding Envelope Fasteners, National Fiberstok Envelope Co.
FILT-R-FAN Filtered Air Units, Meier Electric & Machine Co.
FILWAX Stencil Correction Fluid, Marr Duplicator Co., Inc.
FINAL-LINE Carbon Paper, Peerless-Imperial Co., Inc.
FINCH Pencils, Wallace Pencil Co.
FINDIT Filing Systems, C. L. Barkley & Co.
FINE ARTS Rubber Erasers, Eagle Pencil Co.
FINE FALCON Steel Pens, C. Howard Hunt Pen Co.
FINE WRITING Penholders, Eberhard Faber Pencil Co.
FINELINE Pens, Pencils, Leads, Erasers and Desk Sets, W. A. Sheaffer Pen Co.
FINE-REST Aluminum Office Chairs, Aluminum Seating Corp.
FINERPOINTE Mechanical Pencils, Hutcheon Bros.
FINEST Artists' Materials, M. Grumbacher, Inc.
FINEST Pencils, General Pencil Co.
FINGER PRINT Stamp Pads, Superior Marking Equipment Co.
FINGER TIP Carbons, Nelson-Eismann Co.
FINGER-FLITE Electric Typewriter, Underwood Corp.
FINGERTIP Fountain Pens, Moore Pen Co.
FIRE MASTER Insulated Files, Victor Safe & Equipment Co., Inc.
FIRE WALL Steel Files, Yawman and Erbe Mfg. Co.
FIREFILE Fireproof Filing Cabinets, Shaw-Walker Co.
FIREFLY Reading Glasses, Swift & Anderson, Inc.
FIRMA-GRIP Paste, Binney & Smith Co.
FIRM-BASE Typewriter Desk Shelf Supports, St. Louis Hardware Mfg. Co.
FIRST YEAR Pencils, Blaisdell Pencil Co.
FISHER Ball Pens, Fisher Pen Co.
FIVE-IN-ONE Income Tax Records, Bainbridge, Kimpton & Haupt, Inc.
FIVE-PRONG Loose Leaf Folders, C. L. Barkley & Co.
FIXATIF Charcoal Drawing Fixative, F. Weber Co.
FLAGSHIP Carbon Papers and Ribbons, Allied Carbon & Ribbon Mfg. Corp.
FLAME-GUARD Insulated Files, Guardsman Safe Co.
FLAMINGO Desk Lamps, Industrial Lamp Corp.
FLAMINGO Pencils, Joseph Dixon Crucible Co.
FLARE Butane Lighters, Quick Point Pencil Co.
FLASH Box Openers, Flash Box Opener Co., Inc.
FLASH Fountain Pen Sets, Union Pencil Co., Inc.
FLASH Post Binder Markers, Perma Products Co.
FLASH DRY Rubber Stamp Inks, Superior Marking Equipment Co.
FLASH TAPE Moisteners, Lipton Mfg. Co., Inc.
FLASH-A-CALL Intercommunication Systems, Inter-Communication System of America
FLASH-DRI Stamp Pad Inks, Cardinell Corp.
FLASH-LOK Binders, Elbe File & Binder Co., Inc.
FLAT-IRON Carbon Papers, U.S. Carbon & Ribbon Mfg. Co.
FLAT MAILER Legal Envelopes, Tension Envelope Corp.
FLAT-OPENING Ledger Paper, McMillan Book Co.
FLATPAKIT Register Forms, Moore Business Forms, Inc.
FLATPAX Fanfold Forms, Hamilton Autographic Register Co.
FLAT-RITE Visible Binder, The C. E. Sheppard Co.
FLAXWHEEL HOMESPUN Boxed Writing Papers, White & Wyckoff Mfg. Co.
FLEET MAILOPENER Envelope Opener, Haldon Mfg. Co., Inc.
FLEETWING Duplicators, Marr Duplicator Co., Inc.
FLEXADOR Smoking Stands, Smokador Mfg. Co., Inc.
FLEXARM Desk Lamps, Flexo International Corp.
FLEXI Bookcases, Storage Cabinets, Borroughs Mfg. Co.
FLEXI-BILT Bin Units, Berger Mfg. Div.
FLEXIBLE Binders, A. E. Boyce Co.
FLEXIBLE Notebooks, Elbe File & Binder Co., Inc.
FLEXIBLOCK File Follow Blocks, Remington Rand Inc.
FLEXI-COVER Brief Covers, Wilson Jones Co.
FLEXI-FILE File Sectioning Device, Remington Rand Inc.
FLEXI-FLASH Signals, Filing Equipment Bureau, Inc.
FLEXIFOLDER Brief Covers, Wilson Jones Co.

FLEXIFONE Intercommunication Systems, Dukane Corp.
FLEXI-MAT Typewriter Pads, Flexi-Mat Corp.
FLEXINDEX Expanding Card Indexes, Oxford Filing Supply Co.
FLEXI-POST Ledger Binders, Stationers Loose Leaf Co.
FLEXISHELF Cabinets, All Purpose Metal Equipment Corp.
FLEXISORT Punched Card Systems and Sorters, Superior Business Machines, Inc.
FLEXIT Finger Pads, M. T. Cole Co.
FLEXO Adjustable Drafting Table and Desk Lamps, Art Specialty Co. and Flexo International Corp.
FLEX-O Imitation Leather, Wire-O Corp.
FLEXO Ribbons and Carbons, Waters and Waters Branch.
FLEXOLA Tube Paints, Binney & Smith Co.
FLEX-O-COIL Visual Display Binders, Chicago Desk Pad Co., Inc.
FLEXOGRAPH Stencil Duplicators, The Heyer Corp.
FLEXOLINE Visible Records, Acme Visible Records, Inc.
FLEXO-PINK Erasers, Eagle Pencil Co.
FLEX-SITE Visible Binders, Diebold, Inc.
FLEXOWRITER Automatic Typewriters, Commercial Controls Corp.
FLICK A LINE Copyholder, Franklin Table Co.
FLICKBAR Billfolds, Buxton, Inc.
FLICKER Speedball Pens, C. Howard Hunt Pen Co.
FLIGHT Air Mail Envelopes, The Lafayette Co.
FLIGHT LINE Filing Cabinets, Top Flight Products Co., Inc.
FLIGHT POST Airmail Paper, Lafayette Co.
FLINT Ribbons and Carbons, Kee Lox Mfg. Co., Inc.
FLIPADOR Cigarette Dispenser, Bert M. Morris Co.
FLIP-FILE Portable Album File, Joshua Meier Co., Inc.
FLIP-IT Albums, Scrap Books, Regal & Wade Mfg., Inc.
FLITE-WEIGHT Air Mail Envelopes, Northern States Envelope Co.
FLO-BALL Ball-Point Pens, Flo-Ball Pen Corp.
FLO-BRUSH Marking Pens, Mark-King Corp.
FLO-DRI Instant-Drying Colored Inks, Cushman & Denison Mfg. Co.
FLOFILM Microfilming Equipment, Diebold, Inc.
FLO-MASTER Fountain Brushes and Inks, Cushman & Denison Mfg. Co.
FLOOR SAN Universal Cleaner, Huntington Laboratories, Inc.
FLO-PAQUE Opaque Marking Colors, Floquil Products, Inc.
FLOQUIL Fountain Brushes and Inks, Floquil Products, Inc.
FLORA Colored Pencils, Swan Pencil Co., Inc.
FLORAL Pencils, Blaisdell Pencil Co.
FLO-RITE Continuous Forms, Hamilton Autographic Register Co.
FLO-TEX Cuff Protectors, Florence Textile Products
FLO-TILT Chair Irons, Bassick Co.
FLOW DESK Wood Desks, Indiana Desk Co.
FLUIDX Liquid Paste, The American Crayon Co.
FLUORESCENT FLEX Desk Lamps, General Lamps Mfg. Corp.
FLUOR-O-LAB Desk Lamps, Fluorescent Lighting Laboratories
FLUSH TOP Inkwells, Squires Inkwell Co.
FOAMITE Fire Extinguishers, American-LaFrance-Foamite Corp
FOAM-TEX Chair Cushions, Foam Rubber Fabricators, Inc.
FOAMWEIGHT Manifold Paper, The Lafayette Co., Inc.
FOILCRAFT Foil Paper, Craftint Mfg. Co.
FOLDAWAY Folding Aluminum Tables, All-Luminum Products
FOLDING-FIFTIES Folding Chairs, American Seating Co.
FOLD-IT Office Machine Covers, Finke Mfg. Co.
FOLD-O-MATIC Folding Machine, Print-O-Matic Co., Inc.
FOLIO Underarm Cases, Winfield Mfg. Co.
FOLLETT Time Stamps and Recorders, Follett Time Recording Co.
FONEDEX Telephone Number Books, Finch & McCullough
FOOT-EEZ Standing Mats, American Floor Products Co.
FORCE Numbering and Dating Machines, Wm. A. Force & Co., Inc.
FOREMOST Bookkeeping Machines, Remington Rand Inc.
FORGET-ME-NOT Pencils, Richard Best Pencil Co.
FORMALINER Aligner for Business Machines, Moore Business Forms, Inc.
FORM-CUT Stencils, Multistamp Co., Inc.
FORMICA Desk and Table Tops, The Formica Co.
FORM-MASTER Payroll Systems, The Todd Co., Inc.
FORM-PRINT Stencils, Niagara Duplicator Co.
FORM-SET Snapout and One-Time Carbon Forms, Vue-Fax Corp.
FORMVELOPE Order Blank-Envelope Combination, Tension Envelope Corp.
FORMWELL Modeling Clay, The American Crayon Co.
FORT MASSAC Folding Chairs, The Fort Massac Chair Co.
FORT STEUBEN Steel Shelving, Fort Steuben Metal Products Co.
FORTNITER Wardrobe Cases, Warren Leather Goods Co.
FORTRESS Metal Desks, Files, Steel Furniture Mfg. Co.
FORTUNA Thin-Lead Colored Pencils, Swan Pencil Co., Inc.
FORUM Pencils, American Pencil Co.
FORWARD Typewriter Bond and Linen Ledger, L. L. Brown Paper Co.
FOSTORIA LOCALITE Desk Lamps, Fostoria Pressed Steel Corp.
FOTO-FAX Record Book, McMillan Book Co.
FOTO-FLO Photocopy Machines, The Haloid Co.
FOTOFOLIO Photograph Folios, E. E. Miles Co.
FOTORECORD County Record Binders, Wilson Jones Co.
FOUNTAIN MOISTENER Stamp Moisteners, Bert M. Morris Co.
FOUNTNBRUSH Fountain Brushes, Cushman & Denison Co.
FOUNT-O-INK Desk Pen Sets, Gregory Fount-O-Ink Co.
FOUR HUNDRED Steel Pens, Eagle Pencil Co.
FOUR STAR Typewriter Papers, Southworth Co.
FOUR STAR Marking Inks, Cushman & Denison Mfg. Co.
FOUR COLOR Pencils, National Pencil Co.
FOUR-O-MATIC 4-Color Pencils, Four-O-Matic Pencil Co.
FOX Office Specialties, George E. Fox & Co., Inc.
FRANKLIN Dictionary Stands, Franklin Table Co.
FRANKLIN Hand Trucks, Steel Shelving, Bernard Franklin Co., Inc.
FRANKLIN Office Accessories, Franklin Metal Products Co.
FRANKLIN Post Binders, Elbe File & Binder Co., Inc.
FRANKLIN Ribbons and Carbons, Franklin Ribbon & Carbon Co., Inc.
FRANKLIN SIGNET Embossers, Franklin Mfg. Corp.
FRATERNITY Notebook Covers, National Blank Book Co.
FREART Colored Chalk Crayons, American Crayon Co.
FREE HAND Rubber Phone Holders, Superior Household Mfg. Co.
FREE-HAND Binders, Free Hand Binder Co.
FRE-FLO Inks, Crescent Products Co.
FRENCH FOLD Billfolds, Buxton, Inc.
FRESCOL Dry Colors, Binney & Smith Co.
FRESH'ND AIRE Fans and Humidifiers, Fresh'nd Aire Co.
FRIDEN Calculating Machines, Friden Calculating Machine Co., Inc.
FRIEND O'MINE Desk Calendar Pads, L. Middleditch Co.
FRIENDS Handy Record Books, Finch & McCullough
FRIGIDAIRE Water Coolers, Frigidaire Div., General Motors Corp.
FRITZ-CROSS Steel Posture Chairs, Fritz-Cross Co.
FRONT OFFICE Wood Desk Trays, Sell Corp.
FRONTIER Filing Cabinets, Supplies, Frontier Sales Co.
FUL-KLEEN Daters, Fulton Marking Equipment Co.
FULL WEEKER Luggage, Charles Doppelt & Co., Inc.
FULTON Bond Boxes, Patent Novelty Co.
FULTON Drawing Tables, Keuffel & Esser Co.
FULTON Stamp Pads, Inks and Marking Devices, Fulton Marking Equipment Co.
FUL-VU Binders and Albums, Cooks', Inc.
FUTURA Filing Cabinets and Cash Boxes, Art Steel Sales Corp.
FUTURA Lamps, Faries Div., General Lamps Mfg. Corp.
FUTURA Pencils, Richard Best Pencil Co., Inc.
FUTURADEX Filing System, Koller & Smith Co., Inc.
FUTURAMIC Steel Office Furniture, Futuramic Steel Products Corp.
FUTURISTIC FIVE STAR Platens, Ames Supply Co.
FUTURLITER Fluorescent Light Fixtures, The Edwin F. Guth Co.
FUTURONIC Wood Office Furniture, Morval Corp.
FYBRGLASS Eraser Refills, The Eraser Co., Inc.
FYNE LYNE VAPORITE Marking Pens, Brushmakers, Inc.

G

G-B Colored Pencils, The American Crayon Co.
G.B.C. Binding and Punching Machines, General Binding Corp.
G-C Furniture Polish and Cement, General Cement Mfg. Co.
G-E Fans and Air Conditioning Units, General Electric Co.
G-F Office Furniture, The General Fireproofing Co.
G-W Office Furniture and Filing Supplies, The Globe-Wernicke Co.
GABE Typewriter Brushes, Gabe Mfg. Corp.
GALE MOUNTAINAIRE Air Conditioners, Pleasantaire Corp.
GANTT Chart Sheets, Codex Book Co., Inc.
GARDNER Lockers, Storage and Radiator Cabinets, Gardner Mfg. Co.
GARLAND Fountain Pens, Waterman Pen Co., Inc.
GARLAND Wood Office Furniture, Garland Furniture Co.
GARNET Duplicator Supplies, Acme Stencil Co.
GARRISON Binders, Elbe File & Binder Co., Inc.
GARVEY Stencil Brushes and Shipping Room Supplies, Garvey Fountain Brush & Ink Co.
GATHERMATIC Electric Collator, Thomas Mechanical Collator Corp.
GAY 90's Albums, Amberg File & Index Co., Inc.
GAYETY Pencils, Joseph Dixon Crucible Co.
GAYLO Paste, Gaylord Bros.
GAZETTE Pencils, National Pencil Co.
GEHA Stencil Duplicator, Milo Harding Co.
GEL-STEN Hectograph Duplicators and Workbooks, Gel-Sten Supply Co., Inc.
GEM Adding Machines, Gem Adding Machine Co.
GEM Crayons, Joseph Dixon Crucible Co.
GEM Desk Calendars, Defiance Calendar & Stationery Corp.
GEM Paper Clips, Noesting Pin Ticket Co., Inc.
GEM Paper Clips, Oakville Co.
GEM Pencil Sharpeners, Apsco Products, Inc.
GEM Pin Tickets, Dancyger Mfg. Co.
GEM Postal Scales, Triner Scale & Mfg. Co.
GEM Postcard Stencil Duplicators, Bond Equipment Co.
GEM Ribbons, Carbons, and Duplicating Supplies, American Stencil Mfg. Co.
GEM Rubber Erasers and Crayons, Joseph Dixon Crucible Co.
GEM Time Stamps, Consolidated Stamp Mfg. Co., Inc.
GEM Wax Crayons, Joseph Dixon Crucible Co.
GENCO Dustless Chalk, National Crayon Co.
GENERAL Library Paste, Thaddeus Davids Ink Co., Inc.
GENERAL ELECTRIC Fans and Air Conditioners, General Electric Co.
GENERAL Mechanical Bindings, General Binding Corp.
GENERAL Staple Removers, Imperial Fastener & Pin Co.
GENEVA Sectional Post Binders, A. E. Boyce Co.
GENIAL HOST Refrigerator Bars, Tri Boro Enterprises, Inc.
GENIE Letter Opener, Office Accessories Corp.
GENIE HANDIPAINT Brushless Paint, Binney & Smith Co.
GENT-L-AIRE Desk Fan, Lucas Mfg. Co.
GEORGIA Sectional Post Binders, A. E. Boyce Co.
GEORGIAN Wood Office Furniture, Hoosier Desk Co.
GERELMA Drawing Pads, Nobema Products Corp.
GESTETNER Stencil Duplicators, Trimming Boards, Gestetner Duplicator Corp.
GHOST GLOVE Skin Protection Cream, The Heyer Corp.
GIANT Box Letter Files, Weis Mfg. Co.
GIANT Daily Wall Calendars, Finch & McCullough
GIANT Lumber Marking Crayons, St. Louis Crayon & Handle Co.
GIANT Mucilage, Diamond Ink & Adhesive Co.
GIANT Pencil Sharpeners, Apsco Products, Inc.
GIANT DANDY Paper Clips, Noesting Pin Ticket Co., Inc.
GIANT GEM Paper Clips, Noesting Pin Ticket Co., Inc.
GIANT MARCEL Paper Clips, Noesting Pin Ticket Co., Inc.
GIBRALTAR Onionskin, Millers Falls Paper Co.
GIBRALTAR Safes, Guardsman-Valentine, Inc.
GIBRALTAR Smoking Stands, Gibraltar Mfg. Co., Inc.
GIBSON Marking Devices, A. C. Gibson Co., Inc.
GIBSON'S Business Forms, C. R. Gibson & Co.
GIFT CRAFT Desk Pads and Desk Sets, Gift Craft Leather Co.
GILBERT Onionskin and Ledger Papers, Gilbert Paper Co.
GILPAKO Opaque Bond Papers, Gilbert Paper Co.
GILSON Slide Rules, Gilson Slide Rule Co.
GILT EDGE Rubber Stamp Handles, R. H. Smith Mfg. Co.
GITS-NIFE Pocket Knives, Gits Molding Corp.
GLACIER Air Circulators, Attic Fans, Window Fans, A. Mandel & Co., Inc.
GLAD PAK Luggage, Warren Leather Goods Co.
GLADIATOR Colored Pencils, J. S. Staedtler, Inc.
GLADSTONE Onionskin Paper, Commercial Paper Co.
GLARO Costumers and Smokers, Glaro Machine Products Co., Inc.
GLAS STOP Desk Top Stripping, Sajnberg & Co., Inc.
GLASKRAFT Waterproof Strapping Tap, Gummed Tap & Devices Co.
GLAS-O-GRAPH Marking Pencils, Eberhard Faber Pencil Co.
GLASTRIP Desk Top Stripping, Banov-Bernsley & Co.
GLENMAR Notebooks, Tablets and Pads, Kurtz Bros.
GLIDE-O-FOLDERS Hanging Folders, Guide System & Supply Co.
GLIDE-O-LIFT Typewriter Desk, Dorset Steel Equipment Co.
GLIDE-ON Paper Clips, Noesting Pin Ticket Co., Inc.
GLIDER Desk Lamps, Faries Div.
GLIDER Onionskin Papers and Airmail Envelopes, Lafayette Co., Inc.
GLIDER Staplers, Ace Fastener Corp.
GLIDER Steel and Silver Steel Pens, Eagle Pencil Co.
GLIDER FILE Filing Cabinets, Browne-Morse Co.

GLIDEX Telephone Bracket, Glidex Corp.
GLIDO Roll-Top Cabinets, Art Steel Sales Corp.
GLOBE Binders, The Federbush Co., Inc.
GLOBE Pencils, American Pencil Co.
GLOBE Steel Pens, C. Howard Hunt Pen Co.
GLOBE Wood Desk Trays and Clip Boards, The Globe-Wernicke Co.
GLOBE ART Steel Desks and Files, The Globe-Wernicke Co.
GLOBE FLUROLUME Fluorescent Desk Lamps, Globe Lighting Fixture Mfg. Co.
GLOBE-TROTTER Hectograph Pencils, J. S. Staedtler, Inc.
GLOBE UNION Paper Perforators, Globe-Wernicke Co.
GLOBE-WERNICKE Bookcases and Visible Record Equipment, Globe-Wernicke Co.
GLORIA Linen Papers, Eaton Paper Corp.
GLOSS Carbon Papers, A. P. Little, Inc.
GLOY Paste, John J. Ward, Inc.
GLU-ALL Adhesives, Milton Bradley Co.
GLUE-FAST Label Moisteners and Glue Spreaders, Glue-Fast Equipment Co., Inc.
GLUEY Paste, Commercial Paste Co.
GLU-PEN Dispenser for Glue in Pencil Form, Glu-Pen Corp.
GLYCO-MASTER Deodorizer, Columbia Chemical Co., Inc.
GLYD-LOC Expanding Files, Wallets, Smead Mfg. Co., Inc.
GODDESS Pencils, General Pencil Co.
GOES Record Books, Lithographed Blanks and Bonds, Goes Lithographing Co.
GOLD BOND Bags and Catalog Cases, A. Galewski & Sons, Inc.
GOLD BOND Carbon Papers, Kee Lox Mfg. Co., Inc.
GOLD CLIP Ash Tray, Quigley Co.
GOLD CREST Ribbons and Carbons, Ames Supply Co.
GOLD CUP Ash Tray, Quigley Co.
GOLD FIBRE Tablets and Pads, American Pad & Paper Co.
GOLD LABEL Impression Paper, A. B. Dick Co.
GOLD LABEL Pencils, Koh-I-Noor Pencil Co., Inc.
GOLD MEDAL Art Products, Binney & Smith Co.
GOLD MEDAL Fountain Pens and Pencils, C. E. Barrett & Co.
GOLD MEDAL Ribbons and Carbons, John Underwood & Co.
GOLD MEDAL Stencils, Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
GOLD RUSH Cigarette Lighter Set, Quigley Co.
GOLD SABRE Pencils, Wallace Pencil Co.
GOLD SEAL Drawing Instruments, Chas. Bruning Co., Inc.
GOLD SEAL Ribbons and Carbons, A. P. Little, Inc.
GOLD STANDARD Carbon Papers, Waters and Waters Branch
GOLD STRIPE Brushes, Pittsburgh Plate Glass Co.
GOLDEN Filing Cabinets, Metalstand Co.
GOLDEN GATE Receipts, Notes and Drafts, Boorum & Pease Co.
GOLDEN KRAFT Folders, Shaw-Walker Co.
GOLDEN TONE Staples, Wilson Jones Co.
GOLF Pencils, American Pencil Co.
GOLF-METER Pencils, Ritepoint Co.
GOODBODY Envelopes, Wm. Goodbody Envelope Co.
GOODFORM Aluminum Posture Chairs, The General Fireproofing Co.
GOODFORM Beechwood Hangers, Hincher Mfg. Co.
GOODFREND Stationery Cabinets, Goodfrend Metal Products Co.
GOODYEAR Office Adhesives and Rubber Desk Tops, The Goodyear Tire & Rubber Co,. Inc.
GOODYEAR Rubber Erasers, The Rosenthal Co.
GOPHER Brief Covers and School Wallets, Smead Mfg. Co., Inc.
GOSSAMER Carbon Papers, The Carter's Ink Co.
GOTHAM Marking Crayons, Binney & Smith Co.
GOTHIC Chalks, Crayons and Water Colors, Art Crayon Co., Inc.
GRADE A Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
GRADE 40 Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
GRAFFCO Index Tabs and Signals, Paper Clips and Maptacks, George B. Graff Co.
GRAFIZE Powder Lubricant, Reardon Products
GRAINTEX Post Binders, Kay-Dee Co.
GRANATONE Duplicator Papers, Vari-Color Duplicator Co.
GRAND Canvas Sheet Holders, A. E. Boyce Co.
GRAND Filing Supplies, Grand Filing Supply Co.
GRAND PRIZE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
GRAND RAPIDS Office Units, G. R. Products, Inc.
GRANITE Baggage Tags, J. L. May Co.
GRANITEX Loose Leaf Binders, Kay-Dee Co.
GRAPH-A-CATOR Graphite Lubricant, Panef Mfg. Co., Inc.
GRAPH-A-MATIC Visible Record Signals, Remington Rand Inc.
GRAPHIC Hectograph Duplicators and Supplies, Graphic Duplicator Co.
GRAPHIC Profit Finders, Graphic Calculator Co.
GRAPHIC Visual Control Boards, Graphic Systems
GRAPHIZE Lubricant, Reardon Products
GRAPHOTYPE Address Plate Embossing Machine, Addressograph-Multigraph Corp.
GRASS GREEN Colored Lead Pencils, American Pencil Co.
GRAVES Printed Indexes, Hall & McChesney, Inc.
GRAY AUDOGRAPH Dictating Machine, Gray Mfg. Co.
GRAY PHONAUDOGRAPH Telephone Dictating System, Gray Mfg. Co.
GRAY TAPER-EDGE Typewriter Erasers, Weldon Roberts Rubber Co.
GRAYARC Ribbons and Carbons, Grayarc Co.
GRAYARC Tags, Labels and Moisteners, Grayarc Co.
GRAYHOUND Erasers, Weldon Roberts Rubber Co.
GRAYMILLS Office Machine Cleaning Agitators, Graymills Corp.
GRAYPOINT Erasers, Weldon Roberts Rubber Co.
GRAY-RITE Metal Office Furniture, Remington Rand Inc.
GRAYTONE Printing Calculators, Barrett Adding Machine Co.
GREAT LAKES Office Furniture, Great Lakes Furniture Co.
GREBCO Brief Cases, Portfolios, Green Bay Luggage Co.
GREEN Engraving Machines, Green Instrument Co., Inc.
GREEN CORE Gummed Paper Tapes, Mid-States Gummed Paper Co.
GREEN DUCK Advertising Novelties, Green Duck Metal Stamping Co.
GREEN GLOW Erasers, Weldon Roberts Rubber Co.
GREEN RIVER LINE Office Accessories, Green River Boat Co.
GREEN-EDGE Storage Files, Hedges Mfg. Co.
GREEN'S Bookkeeping Systems and Income Tax Records, Mill-Green Publishing Co.
GREENTINT Notebook Fillers, American Pad & Paper Co.
GREENWOOD Bookkeeping Systems and Income Tax Records, The Greenwood Co.
GREGORY FOUNT-O-INK Desk Sets, Gregory Fount-O-Ink Co.
GREY MIST Papeteries, Hampshire Paper Co.
GREYLOCK Bond Papers, L. L. Brown Paper Co.
GREYLOCK HINGED Ledger Paper, L. L. Brown Paper Co.
GREYTONE Envelopes, Nekoosa-Edwards Paper Co.
GRIF-HO Paper Towel and Toilet Tissue Dispensers, Griffith-Hope Co.
GRIFHOLD Knives and Lead Holders, Griffin Mfg. Co.
GRIP Binders, Clips, Cooke & Cobb Co.
GRIP-A-FONE Telephone Holders, Chicago Specialties Mfg. Co.
GRIP-A-TAB Tape Dispensers, Derby Sealers, Inc.
GRIPDEX Index Clips and Hangers, Atlas Stencil Files Corp.
GRIPIT Paper Clips, Oakville Co.
GRIP-O-NOTE Holder, Office Accessories Corp.
GRIPPIT Adhesives, Sanford Ink Co.
GRIPPO Storage Binders, Wilson Jones Co.
GRIP-R Tool Holder, Hobby Hill
GRIPSPREADER Mucilage, The Carter's Ink Co.
GRIPTEX Latex Cement, Adhesive Products Corp.
GRIPTITE Binders, Elbe File & Binder Co., Inc.
GRIPTITE String Ties, Rochester Wire-O Binding, Inc.
GRIPWELD Adhesives, Adhesive Products Corp.
GRISCOMBE MICRO-RECORD Microfilm Equipment, Griscombe Products, Inc.
GUARANTY BOND Carbon Papers, Miller-Bryant-Pierce
GUARDETTE Ladies' Billfolds, Robinson Reminders
GUARDIAN Bond Papers, Crocker-McElwain Co.
GUARDIAN Fountain Pens, Waterman Pen Co., Inc.
GUARDIAN Ribbons and Carbons, The Carter's Ink Co.
GUARDIAN Safes, Diebold, Inc.
GUARD-IT Billfolds, Robinson Reminders
GUARDSMAN Ash Trays, Seymour Conover Co.
GUARDSMAN Desk Lamps, Faries Div.
GUARDSMAN Safes and Money Chests, Guardsman-Valentine, Inc.
GUARDSMAN Utility Box, Merriam Mfg. Co.
GUARDSMAN Watchmens Clock, Detex Watchclock Corp.
GUCO Pocket Rules, Guedon Co.
GUIDE-O-FILE Deskside Files, Guide System & Supply Co.
GUIDE-O-FOLDER Hanging Folders, Guide System & Supply Co.
GUIDE-O-TRAY Drawer Files, Guide System & Supply Co.
GUIDE-RITE Filing Systems, Sell Corp.
GUILD Office Supplies, Stationers Guild of America
GUILDHALL Upholstery Leather, Eagle-Ottawa Leather Co.
GULL Ribbons and Carbons, Mittag & Volger, Inc.
GULLIVER Luggage, Stein Bros. Mfg. Co.
GUMCRAFT Gummed Tapes, Gummed Tape & Devices Co.
GUMMI Paste, Levison & Blythe Mfg. Co.
GUNK Typewriter Cleaning Solvent, The Curran Corp.
GUSSCO Filing Supplies, Guide System & Supply Co.
GUTH Fluorescent Lighting Fixtures, Edwin F. Guth Co.
GUTHFAN Air Circulators, Edwin F. Guth Co.
GUTHLITE Fluorescent Fixtures, Edwin F. Guth Co.
GWENLY Photocopy Equipment, Gwenly Corp.
GYPSY Pencils, Reliance Pencil Corp.
GYRAL Steno Notebooks, Eastern Tablet Corp.

H

H Rubber Erasers, Koh-I-Noor Pencil Co., Inc.
H. H. COLLINS Ink Eradicator, Collins-Benton Co., Inc.
HHM Certified Safes, Herring-Hall-Marvin Safe Co.
H & M County Records and Minute Books, Hall & McChesney, Inc.
H-O-N Aluminum Card Files, The H-O-N Co.
HRH Spring Back Binders, H. R. Huntting Co., Inc.
H.V.R. Vertical Visible Filing Systems, Charles R. Hadley Co.
HADINOR Pencil Sharpeners, Nobema Products Corp.
HADLEY Mimeo Bond Papers, Hampshire Paper Co., Inc.
HADLEY Posting Trays and Binders, Charles R. Hadley Co.
HAGSTROM Maps, Hagstrom Co.
HALDA Typewriters, Facit, Inc.
HALE Bookcases, F. E. Hale Mfg. Co.
HALF HOURLY Appointment Diaries, Standard Diary Co.
HALF MOON Pencils and Colored Checking Pencils, J. S. Staedtler, Inc.
HALL Monthly Diaries, The J. C. Hall Co.
HALLOWELL Shop Stools, Standard Pressed Steel Co.
HALL'S Safes and Money Chests, Hall Safe & Equipment Co.
HALOID RECORD Photocopy Papers, Haloid Co.
HALOID-RECTIGRAPH Photocopy Chemicals, Haloid Co.
HAMILTON Autographic Registers and Supplies, Hamilton Autographic Register Co.
HAMILTON Casters and Trucks, Hamilton Caster & Mfg. Co.
HAMILTON Drafting Tables and Library Furniture, Hamilton Mfg. Co.
HAMILTON Fountain Pens and Pencils, Hamilton Pen Co.
HAMILTON Personal Files, Cash and Bond Boxes, Hamilton Metal Products Co.
HAMILTON Postal Scales, Hamilton Specialties, Inc.
HAMILTON Safes, Herring-Hall-Marvin Safe Co.
HAMMERMILL Bond Papers, Hammermill Paper Co.
HAMMERMILL-ESCO Paper Roll Specialties and Index Cards, Eastern Specialties Co., Inc.
HAMMETT'S Blackboards, J. L. Hammett Co.
HAMMOND Electric Clocks, Hammond Instrument Co.
HAMMOND Maps and Atlases, C. S. Hammond & Co.
HAMPDEN Thumb Tacks, Paper Fasteners, Map Tacks and Picture Hooks, Hampden Mfg. Co., Inc.
HAND TALLY Counters, J. L. Galef & Son
HANDCRAFT DECKLE Boxed Writing Papers, White & Wyckoff Mfg. Co.
HANDEE Coin Changer, Coinometer Corp.
HANDEE-MARKER Marking Pen, Jet Mfg. Co., Inc.
HANDEPOSIT Steel Security Boxes, Salsbury Corp.
HANDI Steel Pins, Oakville Co.
HANDI-CLIP Staplers, Markwell Mfg. Co., Inc.
HANDIFAX Visible Record Systems, Ross-Gould Co.
HANDIFILE Desk Tickler File, Wilson Jones Co.
HANDI-GRIP Paper Clips, Oakville Co.
HANDIGUIDE Index and Recipe Files, Warshaw Mfg. Co., Inc.
HANDI-HINGE Transparent Specialties, Handi-Hinge
HANDI-KUTTER Razor Knife, Kenworth Mfg. Co.
HANDI-LITE Clip-on Lamps, Star Loose Leaf Co., Inc.
HANDIMASTER Office Machine Brushes, Brushmakers, Inc.
HANDIPAD Desk Memo Pads, Weinman Bros., Inc.
HANDIPAK Portable Autographic Registers, The Egry Register Co.
HANDI-PEN Desk Pen Sets, Sengbusch Self-Closing Inkstand Co.
HANDI-PINS Steel Pins, Oakville Co.
HANDI-RAK Wardrobe Racks, Tubecrafters Sales Division
HANDIROL Mending Tapes, Gummed Tape & Devices Co.
HANDISCOPE Magnifier, Buhl Optical Co.
HANDISTAND Typewriter Stands, The Harter Corp.
HANDI-VUE Transparent Specialties, Handi-Hinge
HANDSPUN FABRIS Boxed Writing Papers, White & Wyckoff Mfg. Co.
HANDY Aluminum Clipboards and Binder Clips, Metal Products Engineering, Inc.
HANDY Desk Accessories, Bainbridge, Kimpton & Haupt, Inc.
HANDY Desk Calendars, Ever Ready Calendar Mfg. Co.
HANDY Desk Files, Josephson Mfg. Co.

HANDY Expense Books, Carrett & Massie, Inc.
HANDY Hand Trucks, Reardon Products
HANDY Vulcanizers and Pocket Seals, R. H. Smith Mfg. Co.
HANDY Weekly Memo Calendar, Finch & McCullough
HANDY A Fountain Stencil Brush, Ideal Stencil Machine Co.
HANDY BOY Insurance Cases, Winfield Mfg. Co.
HANDY PAK Index Tabbing, G. J. Aigner Co.
HANDY-HYPO Adaptors for Grease Tubes, Gaunt Industries
HANDY-LENS Magnifying Glasses, R. M. Holliday Corp.
HANDY ROLL Gummed Tapes and Labels, Salsbury Corp.
HANDY-ROLL Mending Tape, Seymour Conover Co.
HANDYSET One-Time Carbon Forms, Baltimore Salesbook Co.
HANG-A-FILE Hanging Folder Metal Files, Louis H. Farber Co.
HANO Clasp Envelopes, Hano Paper Co., Inc.
HANO Forms and Registers, Philip Hano Co.
HANSCO Marking Devices, The C. H. Hanson Co.
HANSCO Tackers and Staplers, A. L. Hansen Mfg. Co.
HANSON Postal Scales, Hanson Scale Co.
HARDBOARD Chair Mats and Clipboards, Hardboard Fabricators, Inc.
HARLEY'S Clocks and Barometers, Harley's Clock Shop
HARLICH Albums, Scrap Books, Address Books and Memo Books, Harlich Corp.
HARMLESS Pin Tickets, Noesting Pin Ticket Co., Inc.
HARPER Metal Filing Cabinets, Metalstand Co., Inc.
HART Stencil Duplicators, Hart Mfg. Co.
HARTCO Metal Transfer Cases, Harold D. Hart Co.
HARTER Posture Chairs and Stools, Harter Corp.
HARVEY Blueprint Equipment, Peck & Harvey
HARVEY'S Automobile Expense Book, Fred W. Harvey Co.
HASKELL Steel Desks and Tables, Haskell, Inc.
HATTER Wardrobe Racks, Vogel-Peterson Co.
HAUSERMAN Steel Office Partitions, E. F. Hauserman Co.
HAWK QUILL Steel Pens, C. Howard Hunt Pen Co.
HAWTHORNE Drawing Paper, Second Sheets, Processed Papers
HAZEL County Record Binders, Ernest Hazel, Jr.
HEATERETTE Portable Heater-Fan, Fresh'nd-Aire Co.
HECTACREAM Hand Cleansing Cream, Krayer Mfg. Co.
HECTAWAY Hand Cleansing Cream, Shallcross Co.
HECTOGRAPHIA Hectograph Trays, Hectographia Corp.
HECTOMASTERGRAPH Master Sets, The General Manifold & Printing Co.
HECTOWRITER Master Copy Electromatic Attachment, International Business Machines Corp.
HEDGES Files and Trays, Hedges Mfg. Co.
HEIRCO LOCATER Itinerary Record, Heirloom Co.
HEKTOGRAPH Gelatin Duplicators, The Heyer Corp.
HELIKOIL Cord Coilers, Huff Co.
HELIOS Writing Fluids, Keuffel & Esser Co.
HELLER Staplers, Stitchers and Staples, Heller Co.
HELLER Store Display Fixtures, W. C. Heller & Co.
HELMSCENE Illuminated Pictures, Helms Products, Inc.
HE-MAN Ash Receivers, Bert M. Morris Co.
HENNUS Office Machine Covers, Hennus Co.
HER LADYSHIP Carbons & Ribbons, Duplicating Ink, Stencils, Pres-To-Line Corp. of America
HER MAJESTY Carbons & Ribbons, Duplicating Supplies, Stencils, Pres-To-Line Corp. of America
HERALD Mimeo Paper, Wansco Paper Products Co., Inc.
HERCOLITE Desk and Floor Lamps, Herco Art Mfg. Co.
HERCULES Baggage Tags, J. L. May Co.
HERCULES Ledgers, The C. E. Sheppard Co.
HERCULES Pocket Stamps, R. A. Stewart & Co., Inc.
HERCULES Price Books, Boorum & Pease Co.
HERCULES Punches, Wilson Jones Co.
HERCULES Safes, Insulated Files and Business Machine Stands, Meilink Steel Safe Co.
HERCULES Scrubbing Soap, Thos. B. Robertson Products Co., Inc.
HERCULES Steel Type Holders, Acromark Co.
HERMES Drawing Tables and Pencils, F. Weber Co.
HERMES Portable Typewriters, Paillard Products, Inc.
HERMETIC Typewriter Ribbons, Old Town Corporation
HESCO Duplicator Stencils, H. E. Smith Co.
HEVI-CHECK Colored Pencil, Eberhard Faber Pencil Co.
HEVI-WRITE Thick Lead Pencil, Eberhard Faber Pencil Co.
HEXAROUND Pencils, Eberhard Faber Pencil Co.
HEXCO Lucite Display Fixtures, Hecht Fixture Co.
HEXO-CLEANER Erasers, Weldon Roberts Rubber Co.
HEYER Duplicators, Addressers and Supplies, The Heyer Corp.
HIAWATHA Typewriter Papers, Envelopes, Second Sheets and Adding Machine Rolls, Wansco Paper Products Co., Inc.
HIEBERT Wood Desks, Tables and Bookcases, Hiebert's Cabinet & Fixture Co.
HIGGINS Inks and Adhesives, Higgins Ink Co., Inc.
HIGH MASTER High Base Chairs, Sturgis Posture Chair Co.
HIGH STANDARD High Base Chairs, Sturgis Posture Chair Co.
HIGH-ART Illustration Board, National Card, Mat & Board Co.
HIGHBOY Waste Receptacles, F. H. Lawson Co.
HIGHLANDER Smoking Stands, Campbell Products Co.
HI-GRADE Drawing Pencils, Reliance Pencil Corp.
HI-GRADE Wire Bound Memos, Music Books and Steno Books, Rubin's Corp.
HI-HAT Silver-Colored Typewriter Ribbons, Phillips Process Co., Inc.
HI-INSERT Fibre File Folders, Wabash Filing Supplies, Inc.
HILCO Daters, R. A. Stewart & Co., Inc.
HILCO Stencil Duplicators, Technygraph Co.
HILD Floor Polishing, Scrubbing and Vacuum Machines, Hild Floor Machine Co.
HILLS Foreign Language Dictionaries, David McKay Co.
HILLSIDE Steel Filing Cabinets, Hillside Metal Products, Inc.
HI-LO Posting Stands, Le Febure Corp.
HI-LO Typewriter Stands, Metalstand Co., Inc.
HI-LO-TILT Tables, Auburn Heights Mfg. Co.
HI-LOW Drawing Stands, Weis Mfg. Co.
HINSDILL'S Perforated Scratch Pads, Boorum & Pease Co.
HIRES Electric Water Coolers, The Charles E. Hires Co., Inc.
HIS GRACE Fountain Pen Desk Sets, Union Pencil Co., Inc.
HI-SPEED Addressing Machines and Supplies, National Address Plate Co.
HI-SPEED Coin Changers, J. L. Galef & Son
HI-SPEED Rulers, George B. Graff Co.
HI-SPEED Staples, Staplex Co.
HISTOMAP Map Charts, Rand McNally & Co.
HISTORICAL-PERFECTION Wall Calendars, Ft. Wayne Printing Co.
HITEST Hectograph Composition, Hectographia Corp.
HI-TEST Ribbons & Carbons, Old Town Corporation
HI-VERT Sorting Files, Steel Parts Mfg. Co.
HOAG-FARMER Dusters, Hoag-Farmer Mfg. Co.
HOBBS Motorists' Guide, Rand McNally & Co.
HOBBY PAL Utility Knives, Thompson Tool & Mfg. Co.
HOBBY-ART Numbered Oil Paint Sets, Morilla Co., Inc.
HODGMAN Rubber Bands, Desk Pads and Finger Tips, Hodgman Rubber Co.
HOFFMAN Card Index Cabinets, L. Hoffman
HOGG'S Contractors Wage Tables, Frank R. Walker Co.
HOGGSON BRAND Marking Devices, Hoggson & Pettis Mfg. Co.
HOLCOMB Janitor Supplies, The J. I. Holcomb Mfg. Co.
HOLDFAST Adhesives, Scriptex Products Co., Inc.
HOLD-FAST Card and Label Holders, Hampden Mfg. Co., Inc.
HOLDFAST Drawer Suspensions, St. Louis Hardware Mfg. Co.
HOLD-RITE Clipboards, Rockwell-Barnes Co.
HOLDSALL Small Parts Cabinets, The General Fireproofing Co.
HOLD-THE-PHONE Telephone Holders, Bainbridge, Kimpton & Haupt, Inc.
HOLD-TITE Card and Ticket Holders, Hampden Mfg. Co., Inc.
HOLDTU Pastes, American Crayon Co.
HOLDZIT Card and Ticket Holders, Hampden Mfg. Co., Inc.
HOLE-IN-ONE Golf Pencils, Reliance Pencil Corp.
HOLIDAY Lamps, General Lamps Mfg. Corp.
HOLLAND Drawing Sets, J. L. Galef & Son, Inc.
HOLLYWOOD Refrigerated Furniture, Springer Industries, Inc.
HOLT Fountain Pens and Mechanical Pencils, Holt Pen Co.
HOLZ-EM Wax Applier, American Standard Mfg. Co.
HOMADOR Wood Smoker Cabinets, Smokador Mfg. Co., Inc.
HOME LAUNDRY Laundry Marking Pen, Samuel Taubman, Inc.
HOMEGUARD Plastic Safes, Protectall Safe Corp.
HOME SECRETARY Typewriter Desk-File, Herring-Hall-Marvin Safe Co.
HOME-O-NIZE Card Index Files, The H-O-N Co.
HOMESPUN Boxed Writing Papers, White & Wyckoff Mfg. Co.
HOME-TIES Package and Parcel Post Twine, January & Wood Co.
HOOSIER Office Furniture, Hoosier Desk Co.
HORN Desk Files, Albums and Scrap Books, W. C. Horn Bro. & Co.
HOTCHKISS Staplers and Tackers, E. H. Hotchkiss Co.
HOURLY Daily Memo Desk Calendars, Finch & McCullough
HOURMASTER Time Computers, The Hourmaster
HOWARD ARISTOCRAT Gold Stamping Machines, Peter J. Hahn & Sons Co.
HOWARD Dustless Dust Cloths and Mops, Howard Dustless Duster Co.
HOWARD Fans and Heater-Fans, Howard Industries, Inc.
HOWARD Storage Cabinets, Howard Mfg. Co.
HOWE Folding Chairs, Tables, Howe Folding Furniture, Inc.
HOWE Scales and Trucks, Howe Scale Co.
HUB Typewriter Ribbons, F. S. Webster Co.
HUDSON Drawing Tables, Keuffel & Esser Co.
HUDSON Manifold Paper, L. Hyman & Sons
HUDSON CRAFTSMEN Laminated Bentwood Furniture, Hudson Craftsmen, Inc.
HUMMEL-BRUSH Moisteners and Sealers, A. C. Hummel Co.
HUMMER Paper Punches, Wilson Jones Co.
HUNT Pens and Penholders, C. Howard Hunt Pen Co.
HUNTINGTON Upholstered Furniture, Huntington Chair Corporation
HUNTOLENE Floor Dressing, Huntington Laboratories, Inc.
HUNTTING Lock-Spring Binders, The H. R. Huntting Co.
HURLEY Terrazzo Seal, Huntington Laboratories, Inc.
HURON Bond and Carbon Papers, Port Huron Sulphite & Paper Co.
HURON COPYSETTE Interleaved Sets, Port Huron Sulphite & Paper Co.
HURON SILVERWING Bond Papers, Port Huron Sulphite & Paper Co.
HURONETTE Plate-Finish Papers, Port Huron Sulphite & Paper Co.
HUSH-A-PHONE Telephone Silencers, Hush-A-Phone Corp.
HUTCH-CLUTCH Pencils, Hutcheon Bros.
HUTCHEON Combination Pen-Pencils, Hutcheon Bros.
HYDRAWLIK Fountain Moisteners, The Hydrawlik Co.
HYDROPLATE Blackboard Panels, Weber Costello Co.
HYGEIA Paper Drinking Cups, Herz Mfg. Corp.
HYGIEIA Blackboard Chalks and Erasers, American Crayon Co.
HYGRADE Adding Machine Rolls and Air Mail Envelopes, L. Hyman & Sons
HYGRADE Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
HYMARK Mimeo and Typewriter Papers, L. Hyman & Sons
HYPOINT Carbon Papers, Manifold Supplies Co.
HYPO-JR. Pen Type Oiler, Gaunt Industries
HYPO-LUB Greaser, Gaunt Industries
HYPO-OILER Oilers, Gaunt Industries
HY-SPEED Stenographic Pencils, Wallace Pencil Co.

I

IBM Business Machines, International Business Machines Corp.
IDL Postal Scales, Binder Clips, and Office Specialties, I.D.L. Mfg. & Sales Co.
I-EZE Portable Lamps, Artistic Lamp Mfg. Co., Inc.
ILC Fluorescent Desk Lamps, Industrial Lamp Corp.
I-P Loose Leaf Supplies, Wilson Jones Co.
IXL Interest Tables, The Twentieth Century Co.
IBIS Pencils, Wallace Pencil Co.
IDEAL B M Binders, Wilson Jones Co.
IDEAL Book Covers, American School Service Co.
IDEAL Clips and Clamps, Vail Mfg. Co.
IDEAL Dictionary Stands, Ideal School Supply Co.
IDEAL Dry Stamp Pads, Volger Mfg. Co.
IDEAL Electric Blowers, Cleaners and Engraving Tools, Ideal Industries, Inc.
IDEAL Folding Chairs, Clarin Mfg. Co.
IDEAL Fountain Stencil Brushes, Universal Fountain Brush Co.
IDEAL Hectograph Duplicators, Heyer Corp.
IDEAL Indexes, Shaw-Walker Co.
IDEAL Mail Tables, Pitney-Bowes, Inc.
IDEAL Modular Furniture, School Tables, Ideal School Supply Co.
IDEAL Office Machine Stands, The Sherman-Manson Div.
IDEAL Paper Clips, Noesting Pin Ticket Co., Inc.
IDEAL Pencil Sharpeners, Apsco Products, Inc.
IDEAL Photo Albums, Scrap Books and Stenographers' Notebooks, J. L. Hanson Co.
IDEAL Record Books for Dry Cleaners, Ideal Publishers
IDEAL Sanitary Moisteners, Sengbusch Self-Closing Inkstand Co.
IDEAL Scales, Triner Scale & Mfg. Co.
IDEAL Scrap Books and Invoice Books, Wilson Jones Co.
IDEAL Scratch Pads, American Pad & Paper Co.
IDEAL Staple Removers, I.D.L. Mfg. & Sales Corp.
IDEAL Stencil Machines and Supplies, Ideal Stencil Machine Co.
IDEAL Steno Notebook Holders, J. L. Hanson Co.
IDEAL Straightedges and T-Squares, Mayline Co., Inc.
IDEAL Transfer Cases, The Globe-Wernicke Co.
IDEAL Typewriter Ribbons, The Carter's Ink Co.
IDEAL Window Ventilators, Ideal Ventilator Co.
IDEAL ADJUSTO Utility Table, Sherman-Manson Div.

IDEAL SUPREME Folding Chairs, Clarin Mfg. Co.
IDEAL SYSTEM Bookkeeping Systems, Tax Records and Accounting Forms, The Ideal System Co.
IDENTI-CLIP Ball Pens, Flo-Ball Pen Corp.
ILLINOIS Cabinet Locks and Leg Levelers, Illinois Lock Co.
IMPERATOR Automatic Pencils, Alexander Mfg. Co.
IMPERATOR Colored Pencils, Richard Best Pencil Co., Inc.
IMPERIAL Adding Machine Rolls, Processed Papers
IMPERIAL Filing Equipment and Supplies, Imperial Methods Co.
IMPERIAL Paper Clips, Vail Mfg. Co.
IMPERIAL Ribbons and Carbons, Peerless-Imperial Co., Inc.
IMPERIAL Scratch Pads, American Pad & Paper Co.
IMPERIAL Steel Pens, C. Howard Hunt Pen Co.
IMPERIAL Tracing Cloth, Keuffel & Esser Co.
IMPERIAL Wood Office Furniture, Imperial Desk Co.
IMPOIL Penetrating Oil, Federal Mining & Mfg. Co.
IMPRESS Duplicating Inks, Stencils, Print-O-Matic Co., Inc.
IMPROVED DANN'S Blackboard Erasers, E. W. A. Rowles Co.
IMPROVED GEM Paper Clips, Noesting Pin Ticket Co., Inc.
IN-A-FLOOR Built-in Floor Safes, In-A-Floor Safe Co.
INANOUT In-and-Out Registers, The Heirloom Co.
INCA INK Ball Point Pens, Eversharp, Inc.
INDELIBA Typewriter Ribbons, A. P. Little, Inc.
INDELOGRAPH Copying Pencils, Reliance Pencil Corp.
INDEMNITY BOND Typewriter Papers, Rockwell-Barnes Co.
INDEPENDENCE School Supplies, Ennis Tag & Salesbook Co.
INDEPENDENT Pocket Stamps, R. A. Stewart & Co., Inc.
INDEPENDENT Stylograph Fountain Pens, J. Ullrich & Co.
INDESTRUCTO Carbon Paper, Kee Lox Mfg. Co., Inc.
INDESTRUCTO Price Book Covers, Boorum & Pease Co.
INDESTRUCTO Tags, J. L. May Co.
INDEX Pencils, American Pencil Co.
INDIA Oil Stones, Ames Supply Co.
INDIA Rubber Erasers, Weldon Roberts Rubber Co.
INDIAN Pencils, American Pencil Co.
INDIANA Cash Drawers and Cash Registers, Indiana Cash Drawer Co.
INDIANA Wood Office Furniture, Indiana Desk Co.
INDICATOR Carbon Papers, Allen & Co.
INDICATOR Maptacks, Thumb Tacks and Pin Tacks, Hampden Mfg. Co., Inc.
INDUSTRIAL Die Plate Daters, R. A. Stewart & Co., Inc.
INDUSTRIAL Mirrors, Sand Urns, F. H. Lawson Co.
INDUSTRIAL Pencils, Joseph Dixon Crucible Co.
INDUSTRIAL Typewriter Washers, Industrial Filter & Pump Mfg. Co.
IND-X-ALL Index Tabs, Cel-U-Dex Corp.
IND-X-MATIC Dictating Machine, Magnetic Recording Industries
INGENTO Trimming Boards, Ideal School Supply Co.
INK EAU Pencils, American Pencil Co.
INKAWAY Hand Cleansing Cream, Shallcross Co.
INKIT Inks, W. I. Davids & Co.
INKIT MARKER Felt Nib Pen, W. I. Davids & Co.
INKOFF Ink Remover, Keuffel & Esser Co.
INKOGRAPH Ball Pens, Fountain Pens, Inkograph Products Div.
INKOGRAPH FLOATOMATIC Ink Pencil, Inkograph Products Div.
INK-OUT Ink Eradicators, Cardinell Corp.
INK-PEN-CIL Ball Pen, Fisher Pen Co.
INK-RID Ink Eradicators, C. H. Miller Co.
INK-X Ink Eradicator, Speedry Products, Inc.
INLINE PENCILS, Joseph Dixon Crucible Co.
INNERWEAVE Social Stationery, Montag Bros.
INSITE Visible Record Equipment and Supplies, Acme Visible Records, Inc.
INSTAN-FORM Telescriber, TelAutograph Corp.
INSTANSEAL Air Mail Envelopes, Standard Envelope Mfg. Co.
INSTANT Magazine Binders, Elbe File & Binder Co., Inc.
INSTANT CONTACT Self-Adhesive Labels, J. L. May Co.
INSTANT DESK Typewriter Stands, Lennox Metal Mfg. Co., Inc.
INSTANT DRY Duplicating Inks, American Stencil Mfg. Co.
INSTANT SAFEGUARD Checkwriters, Safeguard Corp.
INSTANTABLE Typewriter Stands, Lennox Metal Mfg. Co., Inc.
INSTANTO Concentrated Inks, Crescent Products Co.
INSTANT-DRY Marking Inks, Speedry Products Co.
INTENSO Copying Pencils, Joseph Dixon Crucible Co.
INTERNATIONAL Autographic Registers, Tags and Salesbooks, International Tag & Salesbook Co.
INTERNATIONAL Business Machines, International Business Machines Corp.
INTERNATIONAL Payroll Machines, International Payroll Machine Co.
INTERNATIONAL Ribbons and Carbons, International Carbon & Ribbon Co., Inc.
INTERNATIONAL Tags and Labels, International Ticket Co.
INTERNATIONAL Typewriter Keys, Munson Supply Co.
INTERSTATE Pencils, Joseph Dixon Crucible Co.
INTROMAT Billing Machine, Paillard Products, Inc.
INVADER Colored, Drawing and Copying Pencils, Wallace Pencil Co.
INVINCIBLE Bulletin Boards, E. W. A. Rowles Co.
INVINCIBLE Carbon Papers, Ribbons and Duplicator Supplies, Remington Rand Inc.
INVINCIBLE Steel Office Furniture and Files, Invincible Metal Furniture Co.
IONIA Folding Chairs, Ionia Mfg. Co.
IRHOCO Marking Devices, Irwin-Hodson Co.
IRIS Loose Leaf Indexes, Cel-U-Dex Corp.
IRONBOUND Leather Portfolios, Lifton Mfg. Corp.
IRONCLAD Duplicators, The Beck Duplicator Corp.
ISCO Duplicator Inks, Ink Specialties Co., Inc.
ISLAND-AIRE Desks, Imperial Desk Co.
IT HAS MERIT Memo and Steno Books, School Supplies, Greg Sales Co., Inc.
ITEM Duplicating Inks, Starkey Chemical Process Co.
ITSCO Tags and Salesbooks, International Tag & Salesbook Co.
ITSTIX Gummed Tape and Labels, Nashua Package Sealing Div.
IVORY BRAND Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
IVY Indelible Pencils, Eberhard Faber Pencil Co.

J

JCM Collating and Tipping Machines, J. Curry Mendes Corp.
JAC-A-DESK Typewriter Desk Shelf Supports, Gonco Mfg. Co.
JACKSON Binders, The Federbush Co., Inc.
JACKSON Desks, Jasper Office Furniture Co.
JACKSON Sectional Post Binders, Elbe File & Binder Co., Inc.
JAHMACO Daters, James H. Matthews & Co.
JANUS Pencils, Rubber Bands and Erasers, A. W. Faber-Castell Pencil Co., Inc.
JAQUES JR. Paper Cutters, Hobbs Mfg. Co.
JARRETT Type Cleaner, Martens Type Cleaner Co.
JAVELIN Pyramid Pin Packages, Union Pin Co.
JEFFERSON GRADE Index Cards, Oxford Filing Supply Co.
JENNINGS Post Binders, The Federbush Co., Inc.
JET Erasers, Weldon Roberts Rubber Co.
JET 50 Desk Lamps, Mayfair Co.
JET 88 Fountain Brush Pens, Jet Mfg. Co., Inc.
JET-RITE Hectograph Carbons and Dupliforms, Old Town Corporation.
JEWEL Fountain Pens, John Holland Gold Pen Co.
JEWEL Ledger Binders, Wilson Jones Co.
JEWEL Moisteners, Lipton Mfg. Co., Inc.
JEWEL POINT Ball Pens, Fisher Pen Co.
JIC Liquid Paste, Crescent Products Co.
JIFFY Package Tapers, Sealing Tape and Labels, Package Ad & Sealer Co.
JIFFY Type Cleaning Fluid, Walter G. Gies Co.
JIFFY MAILER Postage Stamp Dispensers, Office Accessories Corp.
JIFFY SET Carbon Packs, Queen Ribbon & Carbon Co., Inc.
JOELI Safes, Joeli Safe Div.
JOG-A-SORTER Jogger-Sorter, Ditto, Inc.
JOHN BULL Chamois, Schroeder & Tremayne, Inc.
JOHN HANCOCK Laundry Marking Set, Samuel Taubman, Inc.
JOHN HOLLAND Pens and Pencils, John Holland Gold Pen Co.
JOHNSON Chairs, Johnson Chair Co.
JOHNSON Coin-Handling Devices, Johnson Fare Box Co.
JOHNSON Simplified Bookkeeping Systems, A. L. Johnson Co.
JOHNSTON Adding Machine, Johnston Adding Machine Co.
JOHNSTON'S "SNOW WHITE" Inks, Johnston's "Snow White" Products
JOSLIN Check Certifiers, A. D. Joslin Mfg. Co.
JOTTER Personal Memo Books, Lefax
JOYCE Flexible Spring Post Binders, Edward J. Joyce Filing Co.
JOYCE Rotary Card File, Joyce Record Systems, Inc.
JUCO Stylograph Fountain Pens, J. Ullrich & Co.
JUMBO Air Mail Envelopes, Standard Envelope Mfg. Co.
JUMBO Ash Trays, Sainberg & Co., Inc.
JUMBO Electric Blowers and Cleaners, Ideal Industries, Inc.
JUMBO Lumber Crayons, Joseph Dixon Crucible Co.
JUMBO Paper Clips, Oakville Co.
JUMBO Sleeve Protectors, Stationers Specialty Co.
JUMBO GEM Desk Calendars, Defiance Calendar & Stationery Corp.
JUMBO MARKER Marking Pen, Jet Mfg. Co., Inc.
JUNIER Telephone Muffler, F. R. Junier Associates
JUNIOR Ash Trays, Sainberg & Co., Inc.
JUNIOR Drawing Tables, Mayline Co., Inc.
JUNIOR Envelope Sealers, Standard Duplicating Machines Corp.
JUNIOR Numbering Machines, Bates Mfg. Co.
JUNIOR Pencil Sharpeners, Apsco Products, Inc.
JUNIOR EFFICIENCY Duplicators, The Heyer Corp.
JUNIOR EXECUTIVE Wood Letter Trays, Majestic Stationery Co.
JUNIOR JOTTER Notebooks, Lefax
JUNIOR SCHOOL Pencils, J. S. Staedtler, Inc.
JUSTICE Solid Post Binders, A. E. Boyce Co.
JUSTOWRITER Composing Machine, Commercial Controls Corp.
JUSTRITE Envelopes, Northern States Envelope Co.
JUSTRITE Rubber Stamps, Inks and Marking Equipment, Louis Melind Co.
JUTESTOK Expanding and Mailing Envelopes, National Fiberstok Envelope Co.

K

K+ Ribbons and Carbons, Franklin Ribbon & Carbon Co., Inc.
K & E Drawing Instruments, Keuffel & Esser Co.
K-M Brake Turntables and Lecterns, Kelley-Mennes Mfg. Co.
K-M Transparent Protectors and Specialties, Kingsbacher-Murphy Co.
K.M.C. Duplicating Fluid, Krayer Mfg. Co.
K-O Fire Extinguishing Fluid, Federal Mining & Mfg. Co.
K. & O. Metal Desk Sets, K. & O. Co., Inc.
K. & S. Filing Supplies, Koller & Smith Co., Inc.
K & T Date Books, National Blank Book Co.
KV6 Sheet Protectors, American Kleer-Vu Plastics, Inc.
KALAMAZET Binders, Remington Rand Inc.
KALAMAZOO Labels, Kalamazoo Label Co.
KALBER Truck Casters, Hamilton Caster & Mfg. Co.
KALISTRON Upholstering Material, Kalistron, Inc.
KALKOMETER Pocket Adding Machine, Tavella Sales Co.
KALLIN-KARD-FILE Business Card File, Rampe Mfg. Co.
KALMANACK Religious Calendars, Ft. Wayne Printing Co.
KAMKET Mechanical Bindings, Kamket Corp.
KANT SLIP Typewriter Pads, Keep Klean Products Co., Inc.
KANTKNOT Telephone and Appliance Cord Covers, Arthur Blank & Co., Inc
KANT-LOSE Pencils, Cowhig Industries
KANT-SLIP Autographic Registers and Forms, Standard Register Co.
KANT-STIK Pencil Carbon, Codo Mfg. Corp.
KARDEX Visible Record Systems and Supplies, Remington Rand Inc.
KARD-KEEPER Business Card Files, Lit-Ning Products Co.
KARDPAK Pocket Card Cases, Veri-Nu Products Co.
KARLO Portable Office Machine Stands, Karl Mfg. Co.
KAY-DEE Storage Files and Filing Supplies, The Kay-Dee Co.
KAY-WOOD Transfer Cases, Kay-Wood Products, Inc.
KECO Drawing Inks, Keuffel & Esser Co.
KEE KOVERS Transparent Plastic Typewriter Key Covers, Bert M. Morris Co.
KEE LOX Ribbons and Carbons, Kee Lox Mfg. Co.
KEEBOARD Bond, Onionskin, Typewriter Papers, Whiting-Plover Paper Co.
KEEL Marking Pencils, Joseph Dixon Crucible Co.
KEELOX Binders, Elbe File & Binder Co., Inc.
KEENPOINT Thumb Tacks, American Tack Co., Inc.
KEEN-RITE Ribbons and Carbons, Codo Mfg. Corp.
KEEP KLEAN Office Machine Covers, Keep Klean Products Co., Inc.

KEG-MASTER Soldering Gauge, Ames Supply Co.
KELLER Postcard Duplicators, Keller Duplicator Co.
KELLOGG Credit Authorizing Systems, Kellogg Switchboard & Supply Co.
KELLOGG KOILED KORDS Telephone Cords, Kellogg Switchboard & Supply Co.
KELVINATOR Electric Dehumidifiers, Water Coolers, Ebco Mfg. Co.
KE-MASTER Key Boards, Cabinets and Racks, Cushman & Denison Mfg. Co.
KEN ADD Stylus Adding Machine, Ken Add Machines Co.
KENDALL Envelope Sealers, Kendall Sealer Co.
KENILCROFT Ink Tablets, American Pad & Paper Co.
KENMAR-BUILT Upholstered Furniture, Kenmar Mfg. Co.
KENMOOR Transfer Binders, National Blank Book Co.
KENSINGTON Clasp Envelopes, American Paper Goods Co.
KENSINGTON Drawing Paper and Drawing Tables, Favor, Ruhl & Co.
KENSOL THIRTY-FIVE Gold Stamping Machines, Olsen Mark Corp.
KENTUBE Tubular Metal Furniture, Kentube Mfg. Co., Inc.
KE-TAG Key Tags, Cushman & Denison Mfg. Co.
KEY Ribbons and Duplicating Supplies, Key Ribbon & Carbon Co.
KEY-CHAIN Pencils, Apex Products Corp.
KEY-HOLE Safe Deposit Box Signals, Hampden Mfg. Co., Inc.
KEYLESS Sectional Post Binders, Fred Procter Co.
KEYSOL Type Cleaner, Nelson-Eismann Co.
KEYSORT Card Sorting Systems, The McBee Co.
KEYSTONE Filing Cabinets and Metal Desks, Peerless Steel Equipment Co.
KEYSTONE Pencils, Blaisdell Pencil Co.
KIDDE Fire Extinguishers, Walter Kidde & Co., Inc.
KIL-KLATTER Typewriter Pads, American Hair & Felt Co.
KIMBALL Price Tickets, A. Kimball Co.
KIMBALL MIDGET Ticket Marking Machines, A. Kimball Co.
KIMBERLY Pencils, General Pencil Co.
KIMBERLY, JR. Colored Lead Pencils, General Pencil Co.
KIMBERLY POCKETTE Ball-Point Pens, Eversharp, Inc.
KIMFLEX Price Tickets, Dancyger Mfg. Co.
KIMHAR Desk Specialties, Bainbridge, Kimpton & Haupt, Inc.
KINDERTONE Pressed Crayons, National Crayon Co.
KIN-DEX Rotary Card File, Kin-Dex, Inc.
KINDOGRAPH Crayons, American Crayon Co.
KING Ash Trays, Smokers Stands, Smo-King Products, Inc.
KING Label Gummers, King Sales & Engineering Co.
KING Posture Chairs, King Posture Chair Co.
KING Steel Type Holders, James H. Matthews & Co.
KING Stencil Styli, King Gem Co.
KING KOIN Coin Sorter, King Koin Sorter Co.
KINGDOM Typewriter Tables, Kingdom Mfg. Co.
KINGSLEY Hot Stamping Machines, Kingsley Stamping Machine Co.
KIRK Photo Albums, Kirk Plastic Co.
KISCO CIRCULAIR Electric Fans, Kisco Co., Inc.
KLEANKARBON Carbon Papers, The General Manifold & Printing Co.
KLEAN-WRITE Ribbons, Carbons and Duplicating Supplies, Frankel Carbon & Ribbon Co.
KLEEN KEY Office Machine Ribbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
KLEEN-ALL Hand Cleaner, Krayer Mfg. Co.
KLEEN-STIK Rubber Cement, Craftint Mfg. Co.
KLEENCUT Shears and Scissors, Acme Shear Co.
KLEENERTYPE Ribbons, Carbons and Inks, Franklin Carbon & Ribbon Co., Inc.
KLEER-DEX Index Tabs, Cel-U-Dex Corp.
KLEERITE Inks, Adhesives and Duplicator Supplies, American Writing Ink Co., Inc.
KLEERLINE Wallet Inserts, American Kleer-Vu Plastics, Inc.
KLEER-OUT Ink Eradicators, American Writing Ink Co., Inc.
KLEER-PAK Acetate Wrapping Material, Craftint Mfg. Co.
KLEER-VU Sheet Protectors, American Kleer-Vu Plastics, Inc.
KLEER-VU Steel Letter Trays, Bainbridge, Kimpton & Haupt, Inc.
KLEERWAE Colored Dustless Crayons, Binney & Smith Co.
KLENZO Typewriter and Ink Erasers, Blaisdell Pencil Co.
KLERADESK Desk Distributors, Sengbush Self-Closing Inkstand Co.
KLIK Type Cleaners, Cardinell Corp.
K-LINE Binding Posts, W. R. Kline Co.
KLING Rubber Stamp Ink, The Louis Melind Co.
KLING KLIPS Paper Clips, George B. Graff Co.
KLIP-O-MATIC Retractable Ball-Point Pens, Universal Fountain Pen & Pencil Co.
KLIP-TICKETS Pin Tickets, A. Kimball Co.
KLIPTO Binders and Catalog Covers, Klipto Loose Leaf Co.
KLOPP Coin Counting and Sorting Machines, Klopp Engineering, Inc.
KLUTCH Clip Binders and Clipboards, Cushman & Denison Mfg. Co.
KNEADED Rubber Erasers, Eberhard Faber Pencil Co.
KNICKERBOCKER Leather Goods, Knickerbocker Leather & Novelty Co., Inc.
KNICKERBOCKER Salesmen's Cases, Knickerbocker Case Co.
KNICKERBOCKER Sheet Holders, Federbush Co., Inc.
KNOB Pencil Cap Erasers, Weldon Roberts Rubber Co.
KOBLER Copyholders, Kobler & Co.
KODAGRAPH Photocopy Papers and Chemicals, Eastman Kodak Co.
KOH-I-NOOR Pencils, Koh-I-Noor Pencil Co., Inc.
KOHINOOR Wood Desks, Haeger Desk Co.
KOHLHAAS Sorters and Distributors, Physicians' and Dentists' Accounting Systems, The Kohlhaas Co.
KOHPLASTIC Rubber Erasers, Koh-I-Noor Pencil Co., Inc.
KOILMASTER Spiral Bound Notebooks, Processed Papers
KOIL-O-MATIK Telephone Cord Covers, Neverknot Co.
KOL Typewriter Stands, Kol, Inc.
KOLECT-A-MATIC Visible Records System, Remington Rand Inc.
KOLGRADE Filing Supplies, Koller & Smith Co., Inc.
KOMPACT Paper Towels, Northern Paper Mills
KOMPAKT File Fasteners, Remington Rand Inc.
KONKO Office Machine and Furniture Cup Bases, Konko Sales Co.
KONTROL-DRI Inks, Vari-Color Duplicator Co.
KONTROL-FLO Duplicator Ink, Vari-Color Duplicator Co.
KOOL KOOSHIN Chair Cushions, Kool Kooshion Mfg. Co.
KOOLER-AIRE Packaged Refrigeration Unit, U. S. Air-conditioning Corp.
KOPI-SPOT Wax Carbon, Master-Craft Corp.
KOPYKAT Typewriter Ribbons, Aetna Products Co.
KOPY-RITE Carbon Rolls, Carbonized Paper Co.
KOPY-RITER Portable Registers, Carbonized Paper Co.
KORDA-ROOM Modular Furniture Units, Korda Industries
KORES Ribbons and Carbons, Kores Carbon Paper & Ribbons Mfg. Corp.
KOREX Potash Scrub Compound, Huntington Laboratories, Inc.
KOROSEAL Floor Coverings, Sloane-Blabon Corp.
KOROSEAL Upholstery Fabrics, Comprehensive Fabrics, Inc.
KORRECT-WAY Wood and Metal Furniture, American Fixture & Mfg. Co.
KOSSUTH Dating Stamps, R. A. Stewart & Co., Inc.
KOVERLOX File Fasteners, Speed Products Co., Inc.,
KOYLON Foam Rubber, U. S. Rubber Co.
KRAFOLTEX Filing Folders, C. L. Barkley & Co.
KRAFSTOK Expanding Files and Vertical Files, National Fiberstok Envelope Co.
KRAFTALL Expanding Files, The Cooke & Cobb Co.
KRAFTBILT Map Files, Forms and Accounting Supplies, Ross-Martin Co.
KRAFTLIFE Filing Supplies and Envelopes, Wilson Jones Co.
KROMEX KROME Thermos Desk Sets, Kromex Corp.
KROMO-LITE Illustration Board, Charles T. Bainbridge's Sons
KRUEGER Folding Chairs, Krueger Metal Products Co.
KRUL-40 Intercommunication Systems, Talk-A-Phone Co.
KRYLON Plastic Spray, Krylon, Inc.
KUM-KLEEN Adhesive Labels, Avery Adhesive Label Corp.
KWALITY Casters, Hamilton Caster & Mfg. Co.
KWARTET Coin Wrappers, C. L. Downey Co.
KWIK Correction Fluid, Cardinell Corp.
KWIKLAK Inks, Fulton Marking Equipment Co.
KWIK-LIST Telephone Indexes, Sainberg & Co., Inc.
KWIK Staples, Oakville Co.
KWIK TONG Loose Leaf Covers, Elbe File & Binder Co., Inc.
KWIK-NOTE Pencils, General Pencil Co.
KWIK-SEALER Envelope Sealers, Rockford Crescent Mfg. Co.
KWIK-SNAP Carbon Interleaved Forms, Accurate Sales Book Co.
KWIK-TWIST Paper Drill, Smead Mfg. Co., Inc.
KWIKY Vac-U-Matic Moisteners, Jay-Lip Corp.

L

L607 Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
L.B. File Fasteners, Remington Rand Inc.
L.E.B. Binder Clips, Cushman & Denison Mfg. Co.
L. L. BROWN Papers and Manuscript Covers, L. L. Brown Paper Co.
LM5 Felt Tip Marker, Ideal Stencil Machine Co.
LA BONTE Calculating Tables, Systems, Inc.
LA SALLE Smoking Stands and Costumers, La Salle Products Co.
LABELER Label Moisteners, A. C. Hummel Co.
LABELON Labeling Tape, Labelon Tape Co.
LABELOR Label Moisteners, Better Packages, Inc.
LABELMASTER Label Moisteners, Package Ad & Sealer Co.
LAB-L-MASTER Label Addresser, Master Addresser Co.
LABORATORY Pencils, Blaisdell Pencil Co.
LAC Inks, Fulton Marking Equipment Co.
LADY LEW Mechanical Pencils, Lew Mfg. Co.
LADY SCOT Leather Goods, Wilson Mfg. Co., Inc.
LADY SHEAFFER Fountain Pens, W. A. Sheaffer Pen Co.
LADY TYCOON Dictation Transcribers, SoundScriber Corp.
LAFAYETTE Chalk, National Crayon Co.
LAFAYETTE Pencils, Richard Best Pencil Co., Inc.
LAKE LOUISE Air Conditioners, Pleasantaire Corp.
LAMINENE Drawing Board Surface Material, Keuffel & Esser Co.
LANCASTER Bond Papers, Gilbert Paper Co.
LANCER Fountain Pens, Mechanical Pencils and Desk Sets, Tenner-Anderson Co.
LANDA Leather Goods, Landa Leather Products Co.
LANGITE Feed Rolls, Shipman-Ward Mfg. Co.
LANGITEX Platens, Shipman-Ward Mfg. Co.
LARK Pencils, Wallace Pencil Co.
LASCO-LITE Fluorescent Desk Lamps, Lake Specialty Co.
LASSCO Corner Rounders, Lassco Products, Inc.
LATEXOL Cement Dispensers, H. Cole Co.
LATHEM Time Recorders, Lathem Time Recorder Co.
LATSHAW Rulers, Westcott Rule Co., Inc.
LAUGHLIN Hand and Platform Trucks, Laughlin Mfg. Co., Inc.
LAURA LEE LINDER Leather Desk Accessories, Eaton Paper Corp.
LAUREL Paper Drinking Cups, Boston Drinking Cup Co.
LAWRENCE Notebooks, Tablets and Pads, Kurtz Bros.
LAWRENCE Slide Rules and Calculators, Engineering Instruments, Inc.
LAWSON Metal Waste Baskets, Sand Urns, Cuspidors and Stools, The F. H. Lawson Co.
LAWYERS STYLE File Pockets, Alvah Bushnell Co.
LAY-AWAY Pegboard Systems, C. E. Sheppard Co.
LAY-OUT Pencils, General Pencil Co., Inc.
LAYRITE Carbon Papers, Write, Inc.
LAYTON Daily and Weekly Expense Books, Layton Mfg. Co.
LE FEBURE Machine Bookkeeping Equipment, Visible Record and Ledger Systems, Le Febure Corp.
LE PAGE'S Adhesives, Le Page's, Inc.
LE ROY Lettering Guides and Pens, Keuffel & Esser Co.
LEADER Casters, Hamilton Caster & Mfg. Co.
LEADER Sectional Post Binders, A. E. Boyce Co.
LEARNER Pencils, General Pencil Co.
LEATHERCRAFT Briefcases, Portfolios and Ring Binders, Leathercraft, Inc.
LEATHERETTE File Folders, C. L. Barkley & Co.
LEATHERLIFE Expanding Files and Pockets, Wilson Jones Co.
LEATHER-LIKE Expanding Files, Wallets, Smead Mfg. Co., Inc.
LEATHEROID File Pockets and Wallets, Quality Park Envelope Co.
LEATHERTUFF Filing Folders, Wabash Filing Supplies, Inc.
LECTRIK-ICE Water Coolers, Uniflow Mfg. Co.
LEDGER Steel Pens, C. Howard Hunt Pen Co.
LEE-BERT Flourescent Shades and Telephone Cord Covers, Lee-Bert, Inc.
LEFAX Loose Leaf Forms, Budget Systems, Accounting Forms, and Ring Binders, Lefax
LEISUREST Upholstered Couches, Imperial Leather Furniture Co.
LEKTRO Cleaning Crystals, Huntington Laboratories, Inc.
LEMONAL Liquid Soap, Huntington Laboratories, Inc.
LENNAN RAY-RITE Illuminated Clipboards, Neoline Inc.
LEONARD'S Parcel Post Guides, G. R. Leonard & Co.
LENOX GRADE Index Cards, Oxford Filing Supply Co.
LEOPOLD Desks and Tables, The Leopold Co.
LEST WE FORGET Diaries, Standard Diary Co.
LETHERHANG Hanging File Folders, Weis Mfg. Co.
LET-R-GUARD Metal Files, Globe-Wernicke Co.
LETTADEX Letter Trays, Zephyr American Corp.
LETTERA 22 Portable Typewriter, Olivetti Corp. of America
LETTER-BALANCE Carbon Papers, Kraus Ribbon & Carbon Co.
LETTERGRAPH Duplicators, Post Card Printers and Stencils, The Heyer Corp.
LETTERHEAD BOND Typewriter Paper, Rockwell-Barnes Co.
LETTER-PERFECT Lettering Guides, Cardinell Corp.
LEVELBEST Carbon Papers, American Ribbon & Carbon Co., Inc.
LEVELMATIC Furniture Levelers, Blake Industries
LEVER LIFT Staple Removers, Prior Stationery Corp.

LEVISON'S Inks, Levison & Blythe Mfg. Co.
LEV-L-LOCK Binders, Remington Rand Inc.
LEWIS Automatic Tape Sealers, Lipton Mfg. Co., Inc.
LEWIS Etching Presses, Embosograph Corp. of America
LEWIS Safety Knife, Flash Box Opener Co., Inc.
LEWYT Vacuum Cleaners, Lewyt Corp.
LEX Seal Presses, R. H. Smith Mfg Co.
LEXIKON 80 Typewriters, Olivetti Corp. of America
LEXINGTON Ledger Binders, Elbe File & Binder Co., Inc.
LEXINGTON Spirit Carbons, Colonial Carbon Co.
LEXINGTON Writing Tablets, Hano Paper Co., Inc.
LEXINGTON QUALITY Brief Bags, Cases, Portfolios, Ring Binders, Lexington Leather Goods Co.
LIBERATOR Moisteners and Tape Sealers, A. C. Hummel Co.
LIBERATOR Stencil Duplicators, Speed-O-Print Corp.
LIBERTY Copyholders, Binders. Storage Boxes and Wood Shelving, Bankers Box Co.
LIBERTY Income Tax Records, Bookkeeping Systems and Forms, Commonwealth Publishing Co.
LIBERTY Machine Posting Trays, Wilson Jones Co.
LIBERTY Parcel Post Scales, Triner Scale & Mfg. Co.
LIBERTY Pencils, Eberhard Faber Pencil Co.
LIBERTY BELL Loose Leaf Fillers, Hano Paper Co., Inc.
LIBRARIAN Brief Covers. Cooke & Cobb Co.
LIBRARY Pencils, Blaisdell Pencil Co.
LIBRARY PASTE White Paste, Sanford Ink Co.
LIFETIME Fountain Pens and Pencils, W. A. Sheaffer Pen Co.
LIFETIME Onionskin Papers, Gilbert Paper Co.
LIFETIMER Hoop-Type Window Clocks, Lifetimer Hoop-Type Window Clock Co.
LI-FLAT Carbon Papers, Stenno Ribbon & Carbon Mfg. Co.
LIFLAT Gummed Cloth and Paper, Gummed Tape & Devices Co.
LIFTON Brief Cases and Zipper Envelopes, Lifton Mfg. Co.
LIFT-OUT File Drawer Trays, Automatic File & Index Co.
LIGHTHOUSE Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
LIGHTNIN' Tackers, Burgess Fastening Co.
LIGHTNING Coin Changing Machines, Johnson Fare Box Co.
LIGHTNING Letter Openers and Mail Sealers, The Bircher Co., Inc.
LIGHTNING Stylus Adding Machines Lightning Adding Machine Co.
LIGHTNING Tape Sealers, Lipton Mfg. Co., Inc.
LIGHTOLIER Lamps and Fixtures, Lightolier, Inc.
LIKWID-URN Liquid Soap Dispensers, Huntington Laboratories, Inc.
LI'L SHARPO Pocket Pencil Sharpeners, Plastic Products Co.
LILY Paper Drinking Cups and Dispensers, Lily-Tulip Cup Corp.
LILY BRAND Ribbons, Nelson-Eismann Co.
LILY WHITE Colored Pencils, Joseph Dixon Crucible Co.
LIMITED Metal Mechanical Bindings, General Binding Corp.
LINE-A-TIME Copyholders, Remington Rand Inc.
LINEDEX Visible Record Equipment, Remington Rand Inc.
LINE-O-SCRIBE Sign Machines, Morgan Co.
LINEX Ribbons and Carbons, International Carbon & Ribbon Co., Inc.
LIN-N BOND Carbon Papers, Kee Lox Mfg. Co., Inc.
LINO-FOOD Linoleum Dressing, Lino Food
LIN-O-KLEEN Linoleum Desk Top Cleaner, Wiemer's, Inc.
LIN-O-LOK Wire Ring Binding, Spiral Binding Co., Inc.
LINO-SAN Linoleum Soap, Huntington Laboratories, Inc.
LINOWALL Wall Coverings, Armstrong Cork Co.
LINOZIPS Linoleum Cutters, C. Howard Hunt Pen Co.
LION Brush Marking Pens, Eyer & Co.
LION BRAND Drawing Inks, Nobema Products Corp.
LIQUASAN Liquid Soap, Huntington Laboratories, Inc.
LIQUA-SHINE Liquid Wax, Huntington Laboratories, Inc.
LIQUI-PASTE Office Paste, Sanford Ink Co.
LIQUI-STICK Gum Adhesive, Sanford Ink Co.
LIQUOGRAPH Duplicating Papers, Rockwell-Barnes Co.
LISTIK Automatic Phone Index, Zephyr American Corp.
LISTO Mechanical Cellophane-Marking Pencils, Listo Pencil Corp.
LITE-FLITE Airmail Envelopes, Tension Envelope Corp.
LITE-MASTER Desk Lamps, Flexo International Corp.
LITE-N-TUFF Hand Trucks, Hamilton Caster & Mfg. Co.
LITE-RITE Pad and Pencil Sets, Ehlbert Products
LITE-STEP Standing Mats, Ace Lite-Step Co.
LITE-WATE Air Mail Stationery, Stauder Engraving Co.
LITH-O-RITE Inked Ribbons, Miller-Bryant-Pierce
LITHO-RULED Business Forms, The C. E. Sheppard Co.
LITHORUN Duplicating Paper, Copy Papers Sales & Service Agency, Inc.
LITHOSET Carbon Forms, American Lithofold Corp.
LITHOSTRIP Carbon Interleaved Forms, American Lithofold Corp.
LITHOTONE Blotting Paper, Joseph Parker & Son Co.
LIT-NING Callboard, Lit-Ning Products Co.
LITTLE DANDY Typewriter Stands, Toledo Metal Furniture Co.
LITTLE GIANT Staples, Precision Staple Co.
LITTLE HERCULES Rollaway Files, Cadillac Office Equipment
LITTLE INCH Tape Dispensers, Better Packages, Inc.
LITTLE JEWEL Ball-Point Pens, Flo-Ball Pen Corp.
LITTLE MAJOR Binder Labeling Clips, Boorum & Pease Co.
LITTLE NIFTY Utility Box, Merriam Mfg. Co.
LIVELY AIRE Electric Fans, Westinghouse Electric Corp.
LIVLONG Ring Book Covers, Trussell Mfg. Co.
LLOYD Chrome Furniture, Lloyd Mfg. Co.
LO-AIR CIRCULAIR Air Circulators, Kisco Co., Inc.
LOCALITE Desk and Table Lamps, The Fostoria Pressed Steel Corp.
LOCK BOOSTER Ring Binder Locking Device, National Blank Book Co.
LOCKERETTE Coat Racks, Vogel-Peterson Co.
LOCKFONE Telephone Lock, Telephone Devices Co.
LOCK-LABEL Index Guides, Filing Equipment Bureau, Inc.
LOCKMASTER Post Binders, National Blank Book Co.
LOCK SEAL Night Depository Bags, Strayer Coin Bag Co.
LOC-TITE Binders, Elbe File & Binder Co., Inc.
LOEWY Smoking Stands, Campbell Products Co.
LOG LOG DUPLEX Slide Rules, Keuffel & Esser Co.
LOKSWIV Adjustable Casters and Glides, Adjustable Caster Co.
LOKTITE Magazine Binders, Elbe File & Binder Co., Inc.
LONDON CRUSHED BOND Social Stationery, Montag Bros.
LONDON GLAZE Upholstery Leather, Eagle-Ottawa Leather Co.
LONERGAN Steel Transfer Cases, Lonergan Mfg. Co.
LONG REACH SWINGLINE Staplers, Speed Products Co., Inc.
LONG TOM Lumber Marking Crayons, St. Louis Crayon & Handle Co.
LONGARM Staplers, Arrow Fastener Co., Inc.
LONGEDGE Carbon Papers, Write, Inc.
LONGHORN Stencils, Ribbons and Carbons, American Carbon Paper Mfg. Co.
LONG-LIFE Gavels and Accessories, Lignum-Vitae Products Corp.
LONG-LIFE Pencil Pointers, Stempel Mfg. Co.
LONG-POINT Thumb Tacks, Hampden Mfg. Co., Inc.
LONGVIEW Magnifying Glasses, Edroy Products Co.
LONG-WRITER Ball Pen, American Pencil Co.
LOOK-SEE Magnifying Glasses, R. M. Holliday Co.
LORD LEW Mechanical Pencils, Lew Mfg. Co.
LOSO Liquid Soap, Theo. B. Robertson Products Co., Inc.
LOTTER Drawing Instruments, Nobema Products Corp.
LOYAL Billfolds and Leather Products, U. S. Luggage & Leather Products Co.
LOYAL Luggage and Leather Goods, Luxor Leathercraft Corp.
LOYAL Pencils, General Pencil Co.
LOYALTY Ribbons and Carbons, Write, Inc.
LOY'S Abacus, Loy's Chinese Abacus Agency
LUB-A-SPRAY Lubrication Devices, Panef Mfg. Co., Inc.
LUBE-KIT Lubrication, Reardon Products
LUCAS Personal Desk Fan, Lucas Mfg. Co.
LUCAS Roll Stamp Dispensers, Walter Wagner Corp.
LUCKY CLOVER Letter Openers, Stationers Specialty Co.
LUCKY STRIPE Pencils, Blaisdell Pencil Co.
LUMIROL Plastic Typewriter Ribbons and Ink Distribution Rollers, Lumirol Co.
LUNA Colored Checking Pencils, J. S. Staedtler, Inc.
LUNDSTROM Pedestal Typewriter Fixture, Lundstrom Laboratories, Inc.
LUNDSTROM Sectional Book Cases, C. J. Lundstrom Mfg. Co.
LUPLEX Electric Signs, Metallic Arts of New England, Inc.
LUSTERALL Metal Polish, Huntington Laboratories, Inc.
LUSTRE Carbon Papers, A. P. Little, Inc.
LUSTRO Pencils, American Pencil Co.
LUSTRO Stencil Paint and Inks, Superior Marking Equipment Co.
LUX Clocks, Lux Clock Mfg. Co., Inc.
LUX Fountain Brush Pens. Lux Pen Co.
LUXURY IN LEATHER Upholstered Furniture, Niemann, Inc.
LUXWOOD Folding Tables, James P. Luxem Co.
LUXYLITE Scales and Triangles, Keuffel & Esser Co.
LYCEUM Steel and Silver Steel Pens, Eagle Pencil Co.
LYNO Desk Pads, George E. Fox & Co.
LYON Steel Cabinets, Folding Chairs, Stools, Stock Carts, Drawing Tables and Shelving, Lyon Metal Products, Inc.

M

M-BAC Binders, Elbe File & Binder Co., Inc.
MBP BRAND Ribbons and Carbons, Miller-Bryant-Pierce
McM Business Systems and Loose Leaf Devices, McMillan Book Co.
MCM Magazine Binders, The Federbush Co., Inc.
M & M Ribbons and Carbons, Mittag & Volger, Inc.
M. P. Coin Changers, Clipboards and Binder Clips, Metal Products Engineering, Inc.
MP HANDY Clipboards, Metal Products Engineering, Inc.
M & V Ribbons and Carbons, Mittag & Volger, Inc.
MACEY Filing Supplies, Grand Filing Supply Co.
MAC-MIETH Punches, MacMieth Co.
MACO Labels, Tags and Pin Tickets, J. L. May Co., Inc.
MACO-LINER Copyholder, Pettersen Mfg. Co.
MADAME BUTTERFLY Silk Typewriter Ribbons, Miller-Bryant-Pierce
MADE RIGHT Sample Cases, Service Kits, Knickerbocker Case Co.
MADURO Erasing Fluid, Keuffel & Esser Co.
MAENDLER Lettering Brushes, Maendler Brush Mfg. Co., Inc.
MAGGIE Magnetic Bulletin and Production Control Boards, Maggie Magnetic, Inc.
MAGIC Binding Posts, Magic Binding Post Co.
MAGIC Correction Fluid, Continental Ink Co.
MAGIC Memo Pads, Vita Specialties Co.
MAGIC Numbered Oil Paint Sets, Morilla Co., Inc.
MAGIC Stationery Specialties, Majestic Stationery Co.
MAGIC ARM Fluorescent Lamps, Acme Lite Products Co.
MAGIC CARPET Chair Cushions, Can-Pro Corp.
MAGIC CIRCLE Floor Polishers, Magic Circle Mfg. Corp.
MAGIC COPY Gelatin Film Duplicators, Redigraph, Inc.
MAGIC-DISC Recording Discs, Magnetic Recording Industries
MAGIC FLOW Duplicating Inks, Continental Ink Co.
MAGIC-GRIP Typewriter Pad, W. T. Rogers Co.
MAGIC-JOG Paper Jogger, Magic Circle Mfg. Corp.
MAGIC MAILER Envelope Sealers, Haldon Mfg. Co., Inc.
MAGIC MARKER Marking Instrument, Speedry Products, Inc.
MAGIC PRINT Duplicating Stencils, Continental Ink Co.
MAGIC-WAY Decalcomanias, National Decalcomania Corp.
MAGISTRATE Steel and Silver Steel Pens, Eagle Pencil Co.
MAGNA-GRAPHIC Maps, Weber Costello Co.
MAGNA-READ Plastic Reading Glasses, Franklin Metal Products Co.
MAGNATEL Telephone Amplifier, Electro Engineering & Mfg. Co.
MAGNE-DEX Vertical Visible Files, Business Efficiency Aids.
MAGNIFYING Mechanical Pencils, Pen-N-Pencil Co.
MAGNI-FOCUSER Binocular Eyeshades, Edroy Products Co.
MAGNIKOL Filing Guide, Koller & Smith Co., Inc.
MAGNI-LINE Copyholder Reading Glasses, Curtis-Young Corp.
MAGNIPROX Reading Glasses, Buhl Optical Co.
MAGNOLIA Colored Pencils, Reliance Pencil Corp.
MAGNUM ELASTIC Steel Pens, Eagle Pencil Co.
MAGNUS Typewriter Cleaning Machines and Hand Cleaner, Magnus Chemical Co.
MAGNUSOL Office Machine Cleaning Solution, Magnus Chemical Co.
MAIL & EXPRESS Postal Scales, Pelouze Mfg. Co.
MAIL-AIDS Gummed Labels, Eureka Specialty Printing Co.
MAILMASTER Hand Letter Opener, Sealer, Stamp Affixer, Commercial Controls Corp.
MAILMASTER Mailing Boxes, Mason Box Co.
MAILOMAT Coin Letter Boxes, Pitney-Bowes, Inc.
MAIL-O-METER Stamp Affixing and Envelope Sealing Machines, Pitney-Bowes, Inc.
MAILOPENER Letter Opening Machines, Pitney-Bowes, Inc.
MAINLINE Ribbons and Carbons, Burroughs Corp.
MAINLINER Safes, Guardsman-Valentine, Inc.
MAJESTIC Sectional Post Binders, Boorum & Pease Co.
MAJESTIC Staplers, Staples and Paper Clips, Majestic Staple Co.
MAJOR Leather Goods, Major Leather Goods Mfg. Co.
MAJOR Staplers and Staples, Arrow Fastener Co., Inc.
MAJOR GLO'S Floor Wax, Theo. B. Robertson Products Co., Inc.
MAJOR-DOMO Memo Pads and Perpetual Calendars, Finch & McCullough.
MAK-UR-OWN Index Tabs, Sheets and Hinges, Victor Safe & Equipment Co., Inc.
MALFA Pigments, Oils and Water Colors, F. Weber Co.
MALLOY Lead Pointers, W. T. Rogers Co.
MALTA Safes, Guardsman-Valentine, Inc.
MALTESE Flat Glass and Lenses, Semon Bache & Co.
MAN FRIDAY Metal Desks, Dorset Steel Equipment Co.
MANAGERIAL Steel Files, Northwest Metal Products Co.
MANDATE BOND Typewriter Papers, American Pad & Paper Co.
MANHATTAN STUB Steel and Silver Steel Pens, Eagle Pencil Co.

MANIFEST Ledger and Mimeo Papers, Eastern Corp.
MANIFOLD Air Mail Envelopes, Western States Envelope Co.
MANIFOLD Copying Pencils, Eagle Pencil Co.
MANIFOLDER Autographic Registers, Uarco Incorporated
MANILALIFE Filing Supplies and Envelopes, Wilson Jones Co.
MAN-O-WAR Stencil Correction Fluid, Ronnie Products, Inc.
MANUFILE Punches and Binder-Folders, Cottrell-Clarke, Inc.
MANUSCRIPT Steel Pens, C. Howard Hunt Pen Co.
MAP MARKER Pencils, Blaisdell Pencil Co.
MAPLE LEAF Carbon Papers, Miller-Bryant-Pierce
MAPLE LEAF Pads, Tablets, Steno Books, Maple Leaf Mfg. Co., Inc.
MARABU Artists Colors, Rulers, Nobema Products Corp.
MARATHON Ribbons, Carbons and Master Units, Columbia Ribbon & Carbon Mfg. Co., Inc.
MARBLE Chairs, B. L. Marble Chair Co.
MARCEL GEM Paper Clips, Noesting Pin Ticket Co., Inc.
MARCHANT Calculators, Marchant Calculators, Inc.
MARCO Pencils, Wallace Pencil Co.
MARCREST Onionskin, Marvin Envelope & Paper Co.
MAREBE Tracing Paper, Nobema Products Corp.
MARGINATOR Typewriter Margin Justifiers, Marginator Co.
MARIGOLD Pencils, Eberhard Faber Pencil Co.
MARK KING Brush Pens and Inks, Mark King Corp.
MARKAL Marking Crayons, Markal Co.
MARKALL Wax Crayons, National Crayon Co.
MARKFAST Rubber Stamp Inks, The Irwin-Hodson Co.
MARKILO Cellulose Acetate Products, Markilo
MARKING Thumb Tacks, Hampden Mfg. Co., Inc.
MAR-KIT Fountain Brushes and Inks, Specialty Ink Co., Inc.
MARKIT Stencil Inks, Sanford Ink Co.
MARKIT Pocket Rubber Stamps, Ehlbert Products
MARKMASTER Marking Pencils, Wm. A. Force & Co., Inc.
MARK-ON Labeling Tape, The TapeMark Co.
MARKWELL Marking Brushes, M. Grumbacher, Inc.
MARKWELL Staplers, Staples and Moisteners, Markwell Mfg. Co., Inc.
MARLBORO Fountain Pens, David Kahn, Inc.
MARLUM Lumber Marking Ink, Irwin-Hodson Co.
MARS Indelible Pencils, Lead Holders, Leads, J. S. Staedtler, Inc.
MARS INTENSOR Hectograph Pencils, J. S. Staedtler, Inc.
MARS-LUMOGRAPH Drawing Pencils and Leads, J. S. Staedtler, Inc.
MARSH Bristol Board, Arthur Brown & Bro., Inc.
MARSH Stencil Machines and Shipping Room Supplies, Marsh Stencil Machine Co.
MARSKIN Onionskin Papers, Marvin Envelope & Paper Co.
MARTENS Type Cleaners, Martens Type Cleaner Co.
MARTIN Casters, Phoenix Caster Co., Inc.
MARTIN Floor Finish, Huntington Laboratories, Inc.
MARTINI Tempera Colors, Nobema Products Corp.
MARVEL Adhesives, Inks, Stencils and Type Cleaners, Marvel Products, Inc.
MARVEL Drawing Instruments, Chas. Bruning Co., Inc.
MARVEL Mechanical Pencils, Pen-N-Pencil Co.
MARVEL Office Punches and Mail Openers, Wilson Jones Co.
MARVEL Pencil Sharpeners, Apsco Products, Inc.
MARVEL Window Cleaners, Marvel Window Cleaner, Inc.
MARVIN Papers, Marvin Envelope & Paper Co.
MASCO Intercommunication Systems, Mark Simpson Mfg. Co., Inc.
MASCOT Circular Slide Rules, Tavella Sales Co.
MASHEK Leather Goods, Stein Bros. Mfg. Co.
MASO Steel Office Stands and Desk Trays, Maso Steel Products
MASONCRAFT Albums, Desk Pads and Classifiers, Mason Stationery Products, Inc.
MASS Seal Presses, R. H. Smith Mfg. Co.
MASSERATOR Paper Shredders, Western Reserve Laboratories
MASTA Paper Fasteners and Clips, Majestic Staple Co.
MASTER Cash & Bond Boxes, Master Metal Products, Inc.
MASTER Catalog Cases, Indexes, Paper Punches, Master Products Mfg. Co.
MASTER Drawing Tables, Mayline Co., Inc.
MASTER Letter Files, Acme Letter File Corp.
MASTER Pocket Seal Presses, Art Novelty Mfg. Co.
MASTER Portable Spirit Duplicator, Master Addresser Co.
MASTER Spray Painting and Branding Equipment, Master Mfg. Co.
MASTER Stamp Pads and Inks, Peerless Office Products Corp.
MASTER ADDRESSER Addressing Machines, Master Addresser Co.
MASTER COPY-RITE Liquid Duplicators, Wolber Duplicator & Supply Co.
MASTER MADE Casters and Floor Protection Equipment, Master Mfg. Co.
MASTER MADE VELLUM Boxed Writing Papers, White & Wyckoff Mfg. Co.
MASTER MARKER Marking Devices, Pannier Corp.
MASTER PINK Rubber Erasers, Weldon Roberts Rubber Co.
MASTER PRINTER Lettering Outfits, Technygraph Co.
MASTER SPEED KEYS Typewriter Cushion Keys, Speed Key Corp.
MASTER UNIT Correction Pencils, General Pencil Co., Inc.
MASTER WRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
MASTER-FILER Filing Cabinets, Art Steel Sales Corp.
MASTERITE Platens, Ames Supply Co.
MASTERPIECE Fountain Pens, W. A. Sheaffer Pen Co.
MASTERPIECE Paint Sets, Palmer Show Card Paint Co., Inc.
MASTERPIECE Pencils, Blaisdell Pencil Co.
MASTERSET Carbon and Master Unit, Ditto, Inc.
MASTERTAN Chamois, Schroeder & Tremayne, Inc.
MASTERWALL Partitions, E. F. Hauserman Co.
MASTER-WRITER Carbon Holder, Ditto, Inc.
MATCHLESS School Supply Items, A. C. McClurg & Co.
MATTHEWS Marking Devices, James H. Matthews & Co.
MATTOLEIN Paper Treating Solution, Koh-I-Noor Pencil Co., Inc.
MAYCO Desk Organizers, Roll Memo Pads, Mayer Mfg. Co.
MAYCO Loose Leaf Binders, The Mayfair Co.
MAYFAIR Metal Office Accessories and Desk Lamps, The Mayfair Co.
MAYFILE Personal Files, Mayfair Co.
MAYFLOWER Pencils, Blaisdell Pencil Co.
MAYHAL Photocopy Machines, Mayhal Photocopy Corp. of America.
MAYLINE Drafting Furniture and Equipment, Mayline Co., Inc.
McBEE Binders and Loose Leaf Devices, The McBee Co.
McCASKEY Cash Registers, Cash Drawers, Safes and Charge Account Systems, The McCaskey Register Co.
McGILL Office and Ticket Punches, McGill Metal Products Co.
McILRATH Binder Markers, Ledger Guards, Roy E. McIlrath
McKEEVER Automobile Expense Book, McKeever Press
McMAHAN Typewriter Desk Mechanism, McMahan Bros. Desk Co.
MEAD Bond, Mimeo and Duplicator Papers, The Mead Sales Co., Inc.
MEASEMARKER Marking Pencils, W. D. Mease Co.
MECCA Stamp Holders, Office Accessories Corp.
MEDALIST Fountain Pens, Waterman Pen Co., Inc.
MEDALLION Leather Desk Sets, Blue Star Leather Mfg. Corp.
MEDIA Pencils, Reliance Pencil Corp.
MEDIEVAL MANUSCRIPT Boxed Writing Papers, White & Wyckoff Mfg. Co.
MEDIUM ELASTIC Steel and Silver Steel Pens, Eagle Pencil Co.
MEILICKE Calculating Tables and Calculators, Meilicke Systems, Inc.
MEILINK Steel Safes, Meilink Steel Safe Co.
MELROSE Mimeo and Duplicator Paper, Processed Papers
MELTON'S Travel Expense Books and Income Tax Records, Melton Publishing Co.
MEMINDEX Pocket Reminders and Card Files, Wilson Memindex Co.
MEMO Punches, Wilson Jones Co.
MEMOAIDE Calendar Bases, Keith Clark, Inc.
MEMO-ALL Desk Memo Pads, Finch & McCullough
MEM-O-DAY Desk Calendars, Keith Clark, Inc.
MEMO-KEEPER Desk Vertical Files, Lit-Ning Products Co.
MEMO-MATIC Pocket and Desk Secretaries, Polycraft, Inc.
MEMO-PAL Desk Roll Memo Pads, Prevue-Radsell Co.
MEMO-PRINT Pad and Pencil Sets, Ehlbert Products
MEMO-ROLL Memo Pads, Gran-Adell Mfg. Co.
MEMORY MASTERPIECES Desk Memos and Calendars, Finch & McCullough
MEMOS-TO-ME Pocket Secretaries, Nascon Products Division
MENDSALL Gummed Cloth, Warshaw Mfg. Co., Inc.
MEPHISTO Copying and Checking Pencils, Koh-I-Noor Pencil Co.
MERCANTILE Pencils, Eagle Pencil Co.
MERCANTILE Statements and Bill Heads, American Pad & Paper Co.
MERCHANDISE Bond, Ledger and Index Papers, Empire Paper Co.
MERCHANTS' Mark-up Calculators, Graphic Calculator Co.
MERCHANTS Pencils, A. W. Faber-Castell Pencil Co.
MERCHANTS' Slide Rules, Keuffel & Esser Co.
MERCHANTS Wood Index Files, Letter Trays, Merchants Box Co.
MERCHANTS M. B. Binders, Wilson Jones Co.
MERCURY Drawing Instruments, Keuffel & Esser Co.
MERCURY Duplicators, Marr Duplicator Co., Inc.
MERCURY Electronic Voicewriter, Thomas A. Edison, Inc.
MERCURY Pencils, General Pencil Co.
MERCURY Staplers, Staples, Bates Mfg. Co.
MERCURY-GRAPH Multigraph Rollers, Rapid Roller Co.
MERCURY-LITH Multilith Blankets and Rollers, Rapid Roller Co.
MERIDIAN EVR-FLAT Carbon Papers, Manifold Supplies Co.
MERIT Duplicator Stencils, Marr Duplicator Co., Inc.
MERIT Memo Books, School Supplies, Greg Sales Co., Inc.
MERIT Pencils, American Pencil Co.
MERRIAM Cash Boxes, Personal Files, Merriam Mfg. Co.
MERRIAM-WEBSTER Dictionaries, G. & C. Merriam Co.
METAL MARKING Pencils and Crayons, Eberhard Faber Pencil Co.
METALEX Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
METAL-HOLED Reinforced Sheets, National Blank Book Co.
METAL-LUX Metal Posture Chairs, Milwaukee Metal Furniture Co.
METAPOST Drawing Tables, Frederick Post Co.
METEOR BRAND Spirit Carbons and Master Units, A. P. Little, Inc.
METHOD Pencils, Reliance Pencil Corp.
METHODIC Adding Machine Rolls and Scratch Pads, Rockwell-Barnes Co.
METRIC Pencils, Joseph Dixon Crucible Co.
METRO Letter Files, Acme Letter File Corp.
METROPOLITAN Binders, The Federbush Co., Inc.
METROPOLITAN Pencils, Joseph Dixon Crucible Co.
MEYCO Ticket Punches, Fred L. Meyers Mfg. Co.
MEYLAN Time Study Boards, Meylan Stopwatch Corp.
MIAMI Autographic Registers and Forms, Miami Systems Corp.
MIAMI Indexes and Filing Folders, Wabash Filing Supplies, Inc.
MICHIGAN Letter Files, Weis Mfg. Co.
MICRO RECORD Microfilm Equipment, Micro Record Corp.
MICRODEX Microfilm Files, Remington Rand Inc.
MICRO-FILE RECORDAK Microfilming Equipment, Recordak Corp.
MICROMETRIC Carbons, F. S. Webster Co.
MICROTOMIC Drawing Pencils, Eberhard Faber Pencil Co.
MIDCO Fluorescent Desk Lamps, Midwest Naturlite Co.
MIDGET Card Index Outfits, Weis Mfg. Co.
MIDGET Cash Boxes, Merriam Mfg. Co.
MIDGET Letter Files, Acme Letter File Corp.
MIDGET Pencil Sharpeners, Apsco Products, Inc.
MIDGET Price-Marking Machines, A. Kimball Co.
MIDGET Slide Rules, Gilson Slide Rule Co.
MIDGETALK Intercoms, Mark Simpson Mfg. Co., Inc.
MIDGETTE Ball Pens, Fieldston Products Corp.
MIDLAND Steel Shelving, Midland Mfg., Inc.
MIDLAND Upholstered Chairs, Garland Furniture Co.
MIDLINE Steel Files, Victor Safe & Equipment Co., Inc.
MIDWEST Folding Tables, Midwest Folding Products.
MIDNIGHT Ribbons, Carbons and Fountain Pen Inks, The Carter's Ink Co.
MID-STATES REALLY FLAT Gummed Paper, Mid-States Gummed Paper Co.
MIGRATOR Wardrobe Suitcases, Warren Leather Goods Co.
MIKAFILM Transparent Sheets, Cooks', Inc.
MILADY Fountain Pens, W. A. Sheaffer Pen Co.
MILAPACO Paper Drinking Cups and Dispensers, Milwaukee Lace Paper Co.
MILE STONES Five-Year Diaries, Standard Diary Co.
MILES Recorders, Miles Reproducer Co., Inc.
MILLBROOK Ring Book Fillers, Eureka Blank Book Co.
MILL-R Filing Folders, George W. Millar & Co.
MILLER Payroll Systems, C. E. Sheppard Co.
MILLER LINE Ribbons and Carbons, Miller-Bryant-Pierce
MILLERS FALLS Opaque Parchment, Millers Falls Paper Co.
MILLERS FALLS EZERASE Bond and Onionskin Papers, Millers Falls Paper Co.
MILLIONS DAILY Pins, Staples, Clips and Thumb Tacks, Noesting Pin Ticket Co., Inc.
MILLS Metal Office Partitions, The Mills Co.
MILLSAP LIST PRESS Label Addressers, Chauncey Wing's Sons
MILTIER Desk and Telephone Lamps, Miltier Lighting Products
MILWAUKEE Chairs, Milwaukee Chair Co.
MIMEO Duplicators and Supplies, Mimeo Mfg. Co.
MIM-E-O Stationery Racks, Halverson Specialty Sales
MIM-E-O Stencil Files, Mim-E-O Stencil Files Co.
MIMEO BOND Mimeo Paper, Duplicating Papers, Inc.
MIMEOCRAFT Bond Paper, Eastern Corp.
MIMEOLITH Offset Duplicator Supplies, A. B. Dick Co.
MIMEOSCOPE Stencil Scopes, A. B. Dick Co.
MIMEOTYPE Stencil Sheets, A. B. Dick Co.
MINERAL BUTTER Hand Cleaner, Associated Services
MINERVA Fountain Pens, W. A. Sheaffer Pen Co.
MINI Duplicator, Vari-Color Duplicator Co.
MINIATURE Photo Albums, Slide Rules, Guedon Co.
MINIFON Pocket Size Wire Recorder, Minifon Corp. of America
MINI-MAG Vest Pocket Magnifiers, Edroy Products Co.
MINI-MAILER Addressing Machines, Safeguard Corp.
MINI-RECORD Microfilming Equipment, The Haloid Co.
MINUSA Drawing Instruments, Keuffel & Esser Co.
MINUTE Pencils, Reliance Pencil Corp.
MINUTE MAN Bond Boxes and Personal Files, Lexington Metal Products, Inc.
MIRACLE Ball Point Pen, David Kahn, Inc.
MIRACLE-S Platens, Typewriter Equipment Co., Inc.
MIRADO Pencils, Eagle Pencil Co.
MI-REFERENCE Personal Financial Records, Pfening & Snyder.
MISCO Post Card Duplicators, Mimeographing Supply Co.
MISTAKE MASTER Erasers, V. & E. Mfg. Co.
MITE Postal Scales, B-T Co., Inc.
MINT-E-SEAL Envelopes, Sheppard Envelope Co.
MITCHELL Fluorescent Desk Lamps and Air Conditioners, Mitchell Mfg. Co.

MITTO Liquid Stencil Inks, Superior Marking Equipment Co.
MITVOL Ribbons and Carbons, Mittag & Volger, Inc.
MOBILAIRE Electric Fans, Westinghouse Electric Corp.
MOBILE Parallel Ruling Straightedges, Mayline Co., Inc.
MOBILWALLS Steel Partitions, Virginia Metal Products, Inc.
MODEL Daters, William A. Force & Co.
MODELINE Modeling Clay, Binney & Smith Co.
MODE-MAKER Desks and Tables, General Fireproofing Co.
MODERN Box Files, Weis Mfg. Co.
MODERN Desk Pads, Modern Desk Pad Mfg. Co.
MODERN Wall Calendars, Tablets and Pads, Kurtz Bros.
MODERN ADDRESS-AID Labels, Bison Research Service.
MODERN AMERICAN Steel Desk, Browne-Morse Co.
MODERN COPY-AID Carbon Paper, Bison Research Service.
MODERN DE LUXE Postal Scales, I. D. L. Mfg. & Sales Co.
MODERN VIKING Paper Drinking Cups, Boston Drinking Cup Co.
MODERN WRITING Penholders, Joseph Dixon Crucible Co.
MODERN WRITING Steel Pens, Eagle Pencil Co.
MODERNAIRE Steel Desks, Invincible Metal Furniture Co.
MODERNE Desk Lamps, Lincoln Lighting Products, Inc.
MODERNFOLD Doors, New Castle Products.
MODERNISTIC Pencil Clips, L. D. Van Valkenburg Co.
MODU-DESK Sectional Office Furniture, Great Lakes Furniture Co.
MOGUL Ring Books, National Blank Book Co.
MOHAWK Tablets and Pads, Mohawk Tablet Co.
MOHAWK Sectional Post Binders, Wilson Jones Co.
MOHAWK CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
MOISTRITE Mimeo Bond and Offset Papers, Mead Sales Co., Inc.
MOISTURE-PROOF Pencils, Eagle Pencil Co.
MOLDMASTER Cash Box Trays, Art Steel Sales Corp.
MOLLOY MADE Leatherette Accessories, S. K. Smith Co.
MOLTEX Foam Rubber Cushioning, American Latex Products Corp.
MONA LISA Colored Oil Chalk Crayons, Koh-I-Noor Pencil Co., Inc.
MONARCH Adding Machines and Typewriters, Remington Rand Inc.
MONARCH Box Trucks, Tote Boxes, Plycraft Corp.
MONARCH Chalk and Eraser Sets, Weber Costello Co.
MONARCH Costumer, Valco Co.
MONARCH Current Ledger Outfits, A. E. Boyce Co.
MONARCH Dating Stamps, Wm. A. Force & Co.
MONARCH Duplicators, Marr Duplicator Co., Inc.
MONARCH Office Printing Outfits, Wm. A. Force & Co., Inc.
MONARCH Paper Trimmers, Milton Bradley Co.
MONARCH Pencils, Monarch Pencil Co.
MONARCH Price-Marking Equipment, Monarch Marking System Co.
MONARCH Ring Books, National Blank Book Co.
MONARCH Staples, Thumb Tacks, Pins and Paper Clips, Vail Mfg. Co.
MONARCH Tabulating Card Tub Files and Sorting Racks, Monarch Metal Products, Inc.
MONARCH Typewriter Stands, Maso Steel Products
MONCO Ink Eradicators and Inks, Mongol Chemical Co.
MONDEX Pocket Memo Books, Nascon Products Division
MONGOL Pencils, Erasers and Leads, Eberhard Faber Pencil Co.
MONITOR Circular Slide Rules, Tavella Sales Co.
MONITOR Desk Calendars and Refills, Ever Ready Calendar Mfg. Co.
MONOCHROME Fountain Pens and Pencils, Monochrome Pen Co.
MONOGRAM Book Matches, Monogram of California
MONOGRAMER Initialing Machines, Roberts, Cushman & Co.
MONO-PIN Price Tickets, A. Kimball Co.
MONOSOL Ink Eradicators, Scriptex Products Co., Inc.
MONOWALL Wall Covering, Armstrong Cork Co.
MONROE Adding, Calculating, Bookkeeping and Checkwriting Machines, Monroe Calculating Machine Co.
MONROE Box Letter Files, Weis Mfg. Co.
MONROE Post Binders, Elbe File & Binder Co., Inc.
MONRO-MATIC Calculating Machines, Monroe Calculating Machine Co.
MONTE CARLO Drafting Instrument Sets, Stop Watches, J. L. Galef & Son, Inc.
MONTGOMERY Magnifiers, Montgomery & Co., Inc.
MONTH-AT-A-GLANCE Appointment Calendar, Work Organizer and Memo, Nascon Products Division
MOON Copying Pencils, J. S. Staedtler, Inc.
MOONCREST Metal Desk Accessories, Smith Metal Arts Co., Inc.
MOONLIGHT Pencils, J. S. Staedtler, Inc.
MOORE Autographic Registers and Cash Drawers, Rediform Division, Moore Business Forms, Inc.
MOORE Business Forms and Salesbooks, Moore Business Forms, Inc.
MOORE Key Control Systems, P. O. Moore, Inc.
MOORE Marking Tacks, Push Pins, Hangers, Thumb Tacks and Map Tacks, Moore Push-Pin Co.
MOORE FINGERTIP Fountain Pens, Moore Pen Co.
MOORE'S MODERN METHODS Loose Leaf Systems, John C. Moore Corp.
MOORE'S STAK-TRAYS Letter Trays, Standard Industrial Products Co.
MORO Pencils, Reliance Pencil Corp.
MORRILL Seal Presses, R. A. Stewart & Co., Inc.
MORRIS Desk Sets, Phone Rests and Sponge Cups, Bert M. Morris Co.
MORRISMEM Memo Pad Holders, Bert M. Morris Co.
MORRISET Desk Sets, Bert M. Morris Co.
MORRISHARP Electric Pencil Sharpeners, Bert M. Morris Co.
MORRISON Fountain Pens, Morrison Fountain Pen Co.
MORRISTRAY Letter Trays, Bert M. Morris Co.
MORTON Pen & Pencil Sets, Morrison Fountain Pen Co.
MORVAL Wood Office Furniture, Morval Corp.
MOTIF Pencils, Crayons and Leads, Wallace Pencil Co.
MOTOROLA VIP Clock-Radio, Fountain Pen Set, Motorola, Inc.
MOUNTAINAIRE Air Conditioners, Pleasantaire Corp.
MOUNTIES Photo Corners, Mounties, Inc.
MOUNT VERNON Master Units, Colonial Carbon Co.
MR. SLIM Mechanical Pencil, Quick Point Pencil Co.
MRS. AMERICA Plastic Card Files, American Plastic Corp.
MUCHA-MEMO Filing System Signals, Filing Equipment Bureau, Inc.
MULBERRY Bond Paper, Hano Paper Co., Inc.
MULTI POST Catalog File, Master Products Mfg. Co.
MULTIBINDER Magazine Binders, Gaylord Bros.
MULTICAL Calipers, Guedon Co.
MULTICHROME Pencils, General Pencil Co., Inc.
MULTICOPY Duplicator Papers, The Appleton Coated Paper Co.
MULTI-DUTY Slide Rules, Arthur Brown & Bro.
MULTIFAX Columnar Pads, Associated Stationers Supply Co.
MULTI-FLEX Binder Racks, Diebold, Inc.
MULTI-FOLD Business Forms, Uarco Incorporated
MULTIGRAPH Duplicators and Fold Machines, Addressograph-Multigraph Corp.
MULTI-KLEEN'R Type Cleaners, The Multistamp Co., Inc.
MULTIKOPY Ribbons, Carbons and Duplicating Supplies, F. S. Webster Co.
MULTI-LINKT Continuous Forms, Uarco Incorporated
MULTILITH Lithographing Machines, Addressograph-Multigraph Corp.
MULTI-LOX Insulated Files, Meilink Steel Safe Co.
MULTIMASTER Reference Table, Stacor Equipment Co.
MULTI-MATIC Accounting and Pay Roll Systems, Remington Rand Inc.
MULTIPLE-15 Desks and Tables, Metal Office Furniture Co.
MULTIPLEX Carbon-Coated Papers, General Manifold & Ptg. Co.
MULTI-PLY Continuous Forms, Uarco Incorporated
MULTI-POINT Pencil Sharpeners, Cooke & Cobb Co.
MULTIPOST Stamp Affixers, Commercial Controls Corp.
MULTI-RECORD Accounting Systems, Charles R. Hadley Co.
MULTIREX Dictating Machines, Standard Business Machines Mfg. Co.
MULTI-RITE Accounting Board, C. E. Sheppard Co.
MULTISCOPE Stencil Scopes, The Multistamp Co., Inc.
MULTI-SORT Card Sorting Systems, E-Z Sort Systems, Ltd.
MULTI-SPRED Strip Accounting, Charles R. Hadley Co.
MULTISTAMP Stencil Duplicators, The Multistamp Co., Inc.
MULTI-UNIT Map Systems, The Geo. F. Cram Co., Inc.
MULTIWRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
MULTO Calculating Machine, Addo Machine Co., Inc.
MULT-O Loose Leaf Metals, Wire-O Corp.
MULTO RING Binders, Cooks', Inc.
MULTUM Die Plate Daters, James H. Matthews & Co.
MUN-KEE Stamp Pads and Inks, Bates Mfg. Co.
MUNSEY Typewriter Papers, Milton Bradley Co.
MUNSON PNEUMATIC Typewriter Cushion Keys, Munson Supply Co.
MUR-MILL Upholstered Office Chairs, Murphy-Miller, Inc.
MURPH-EASE Lounger, Murphy Chair Co., Inc.
MURRAY Electro-Stylus, American Stencil Mfg. Co.
MUSCULAR Steel and Silver Steel Pens, Eagle Pencil Co.
MUTUAL Pay Roll and Withholding Tax Record Books, Mutual Publishers.
MUTUAL Staple Removers, Mutual Stationers Supply Corp.
MUTUAL Typewriter Papers, Eureka Blank Book Co.
MYBRO Finger Pads, Molded Rubber Co.
MYFILE Desk Organizers, The Globe-Wernicke Co.
MY PAL Salesmen's Sample Cases, Knickerbocker Case Co.
MYSTIC Pencils, General Pencil Co.
MYSTIK Cloth Tapes and Masking Tapes, Mystik Adhesive Products.

NUMERICAL BRANDS

2-DEX Phone Address Books, Elbe File & Binder Co., Inc.
3 IN 1 Desk Calendars, Columbian Art Works, Inc.
3-ON Check Binders, National Pass Book & Supply Co.
3-STEP Permanent Storage Binders, Elbe File & Binder Co., Inc.
4-FIL Fountain Pens, Welty Pen & Repair Co.
4 IN 1 Desk Calendars, Columbian Art Works, Inc.
4 IN 1 Payroll Envelopes, Atlanta Envelope Co.
4 STAR Bond Papers, Southworth Co.
20TH CENTURY Duplicators, Marr Duplicator Co., Inc.
20TH CENTURY Interest Tables, Signs and Bulletin Boards, The Twentieth Century Co.
20TH CENTURY Soaps, Sweeping Compounds and Polishes, Theo. B. Robertson Products Co., Inc.
20 WINKS Two Seater Couches, Stationers Mfg. Co.
"21" Fountain Pens, Parker Pen Co.
"37" SUPER WHITE Artists' White, Craftint Mfg. Co.
40 WINKS Office Couches, Stationers Mfg. Co.
"51" Fountain Pens, Mechanical Pencils and Inks, Parker Pen Co.
100 YEAR Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
231P First Class Mail Scale, Detecto Scales, Inc.
"505" MAGNETIC MEMORY Telephone Answering Device, Magnetic Recording Industries.
940 Legal Ruled Pads, Yerg, Inc.
1500 LINE Metal Desks, Art Metal Construction Co.
2000 Portable Typewriter, Paillard Products, Inc.
6600 LINE Filing Cabinets, Peerless Steel Equipment Co.
NBC Leather Goods, National Brief Case Mfg. Co.
N-C Staplers and Staples, Neva-Clog Products, Inc.
NPM Postal Scales and Letter Openers, Commercial Controls Corp.
NABOB Copying Pencils, Richard Best Pencil Co., Inc.
NAIRN Desk Top and Floor Linoleum, Congoleum-Nairn, Inc.
NAME-O-GRAMER Gold Embossing Machines, Roberts, Cushman & Co.
NAME-O-MATIC Payroll System, Le Febure Corp.
NAM-O-PLATE Name Plate Outfits, M. & G. Harris Co.
NAPCO Addressing Machine Plates and Supplies, National Address Plate Co.
NASCON AT-A-GLANCE Record Books, Nascon Products Division

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NATIONAL Bank Pins, Star Pin Co.
NATIONAL Brief Cases and Portfolios, National Brief Case Mfg. Co.
NATIONAL Brief Covers, Photo Mailing Envelopes, Binder Covers and Tags, National Fiberstok Envelope Co.
NATIONAL Carbon Papers, The Buckeye Ribbon & Carbon Co.
NATIONAL Cash Registers and Business Machines, National Cash Register Co.
NATIONAL Copying and Colored Pencils, National Pencil Co.
NATIONAL Crayons and Chalk, National Crayon Co.
NATIONAL Desks and Office Furniture, National Desk Co.
NATIONAL Gummed Tape Dispensers, Nashua Package Sealing Div.
NATIONAL Label Decalcomanias, National Decalcomania Corp.
NATIONAL Ledgers, Binders, Bound Books, Sheet Holders and Accounting Systems, National Blank Book Co.
NATIONAL Paper Trimmers, Milton Bradley Co.

NATIONAL Photo Mailers, National Fiberstok Envelope Co.
NATIONAL Postal Scales, Pelouze Mfg. Co.
NATIONAL Rubber Type, Pannier Corp.
NATIONAL School Furniture, National School Equipment Co.
NATION-WIDE OFFICE-AIDE Wage Calculators and Payroll Records, The Colonial Co.
NAT-LOCK Post Binders, National Blank Book Co.
NAT-MAT Showcard and Mountboard, National Card, Mat & Board Co.
NATTY LEE Sleeve Protectors, Stationers Specialty Co.
NAVAJO CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
NAVIGATOR Pencils, Koh-I-Noor Pencil Co., Inc.
NEARLEATHER Envelopes, Globe-Wernicke Co.
NEATYPE Type and Platen Cleaners, Starkev Chemical Process Co.
NECO BRAND Ribbons and Carbons, Nelson-Eismann Co.
NECO NEAT Carbons, Nelson-Eismann Co.
NEEDLEPOINT Thumb Tacks and Marking Tacks, Hampden Mfg. Co., Inc.
NEEDLESORT Edge-punched Cards, Punches, Boeckler Instrument Co.
NEED-L-POINT Thumb Tacks, Shelton Tack Co.
NEENAH Bond and Typewriter Papers, Neenah Paper Co.
NEETLINE Ball Pens and Mechanical Pencils, Holt Pen Co.
NEETSTIK Rubber Cement, Crescent Products Co.
NEGA-PRINT Photo Albums, Trussell Mfg. Co.
NEGRO Pencils and Leads, Koh-I-Noor Pencil Co., Inc.
NEIDICH Ribbons and Carbons, Neidich Process Div.
NEIMAN Steel Shelving, Neiman Steel Equipment Co., Inc.
NEKOOSA Bond Papers, Nekoosa-Edwards Paper Co.
NELSON Vertical Paper Cutters, Nelson Vertical Paper Cutter Co., Inc.
NEMCO Waste Baskets, F. H. Lawson Co.
NEOPOLITAN Mimeograph Papers, Milton Bradley Co.
NEO-SEAL Card Holders, Cuff Protectors, Robert Mfg. Co.
NEO-SPONGE Standing Mats, American Floor Products Co.
NESTEX Chair Cushions, Style-Crafters, Inc.
NEST-KARTS Office Cart, Continental Fixtures Co.
NESTOR Marking Inks, Superior Marking Equipment Co.
NEUSTYLE Letter Files, Acme Letter File Co.
NEU-TAK Hammers and Staples, Burgess Fastening Co.
NEUTRA-TONE GRAY Desks and Cabinets, Yawman and Erbe Mfg. Co.
NEVA-CLOG Staplers and Staples, Neva-Clog Products, Inc.
NEVAMAR Plastic Desk Tops, National Plastic Products Co.
NEVERIP Blackboard Erasers, Beckley-Cardy Co.
NEVERKNOT Cord Coiler, The Neverknot Co.
NEV-R-KURL Carbon Papers, Phillips Process Co., Inc.
NEW "B" Duplicating Stencils, Vari-Color Duplicator Co.
NEW DANDY Envelope Sealer, Bainbridge, Kimpton & Haupt, Inc.
NEW ERA Magnifiers, New Era Optical Co.
NEW LIFE Library Furniture, John E. Sjostrom Co.
NEW MARVEL Magnifying Mechanical Pencils, The Pen-N-Pencil Co.
NEW NATURAL SYSTEM Indexing System, Wabash Filing Supplies, Inc.
NEW REXBILT Brief Cases and Zipper Envelopes, New Rexbilt Leather Goods Corp.
NEW TACK Tacking Machines, Burgess Fastening Co.
NEW WAY Erasers, Blaisdell Pencil Co.
NEWAY Photo Mounts, E. E. Miles Co.
NEWMAN Signs and Nameplates, Newman Bros., Inc.
NEWMAN Watchmens Clocks, Detex Watchclock Corp.
NEWPORT Fountain Pens, Holt Pen Co.
NEWS Pencils, General Pencil Co.
NEWSCOPY Ribbons, International Carbon & Ribbon Co., Inc.
NEWSPAPER Pencils, Blaisdell Pencil Co.
NEWSPRINT Pencils, National Pencil Co.
NEWSTAND Reading Racks, Lynch-Jamentz Co.
NEWS-WRITER Editorial Pencils, A. W. Faber-Castell Pencil Co., Inc.
NIABOND Duplicator Paper, Niagara Duplicator Co.
NIAGARA Stencil Duplicators and Supplies, Niagara Duplicator Co.
NIASCOPE Stencil Scopes, Niagara Duplicator Co.
NIATYPE Blue Stencils, Niagara Duplicator Co.
NIBLICK Pencils, Blaisdell Pencil Co.
NICHOLS Autographic Registers and Supplies, H. W. Nichols Salesbook Co.
NICK AND PULL Pencils, Blaisdell Pencil Co.
NIFTY Paper Clips, Noesting Pin Ticket Co., Inc.
NILE Pencil Erasers, Weldon Roberts Rubber Co.
N-LINE Postal Scales, Pelouze Mfg. Co.
NO CURL NO SMUDGE Carbon Paper, Peerless-Imperial Co., Inc.
NO DENT Rubber Cushions, Master Mfg. Co.
NO ODOR Opaque Inks, Fulton Marking Equipment Co.
NOBEMA Artists Materials, Nobema Products Corp.
NOBLEWEST Marking Equipment, Noble & Westbrook Mfg. Co.
NOBLOT Ink Pencils, Eberhard Faber Pencil Co.
NO-BLOT Desk Pads, Sun Rubber Co.
NOELTING-FAULTLESS Casters, Glides, Faultless Caster Corp.
NOESTING Pin Tickets, Clips and Thumb Tacks, Noesting Pin Ticket Co., Inc.
NOESTRING Envelopes, The Cooke & Cobb Co.
NOETAPE Envelopes, The Cooke & Cobb Co.
NO-GLARE KONKAVE Keytops, Typewriter Equipment Co.
NOGLOSS Showcard Colors, S. S. Stafford, Inc.
NOISELESS AUTOMATIC Typewriter Noise Absorbers, Speed Key Corp.
NOKEE Binder Metals, Tenacity Mfg. Co.
NO-KEY Sectional Post Binders, A. E. Boyce Co.
NO-KINK Telephone Cord Covers, Frank Paper Products Corp.
NOLO Desk Tops, Auburn Mfg. Co.
NO-MAR Chair Cups and Rests, The Bassick Co.
NOMAR Gum Cleaner Erasers, Eagle Pencil Co.
NOMAD Sectional Post Binders, Wilson Jones Co.
NO-MEK Pen Brushes, Inks, Ribbons and Carbons, No-Mek Pen Co.
NON-SHINE Chair Pads, Polar Mfg. Co.
NON-SKID Desk Top Buttons, Glaziers' Tool Mfg. Corp.
NON-SKID Gem Clips, Vail Mfg. Co.
NON-SKID Platen Twirlers, Speed Key Corp.
NON-SKID Ventilated Finger Pads, Blaisdell Pencil Co.
NON-SLIP Flexible Steel Rules, National Rule Co.
NON SMEAR Stamp Pads and Inks, Ranger Products Co.
NON-SPILL Ink Well and Pen Set, Preferred Products Co.
NON-STOP Fountain Pens, Mechanical Pencils and Sets, Non-Stop Pen & Pencil Co.
NON-TACK Pencil Carbon, F. S. Webster Co.
NO-ODOR Smoking Stands, Lake Specialty Co.
NO-OVER-FLO Sponge Cups, Sengbusch Self-Closing Inkstand Co.
NORCOR Chairs and Tables, Norcor Mfg. Co., Inc.
NORFIELD Forms, Posting Trays and Peg Boards, Norfield Methods & Procedures, Inc.
NORFOLD Paper Towels, Northern Paper Mills.
NO-RINKLE Black and Liquid Colors, Keuffel & Esser Co.
NORIS QUALITY Drawing Instruments, Noris Instruments, Ltd.
NORMA Mechanical Pencils, Norma Pencil Corp.
NORMAN Post Binders, National Blank Book Co.
NO-ROLL Crayons, Milton Bradley Co.
NORSE FIBRE Commercial Envelopes, U. S. Envelope Co.
NORTA Plastic Type Cleaners, Norta Distributing Co.
NORTHMORE'S Stamp and Tape Dispensers, Northmore's.
NORTH STAR Filing Envelopes, Smead Mfg. Co., Inc.
NORTHKRAFT Filing Folders, Shaw-Walker Co.
NORTHWEST Filing Cabinets, Northwest Metal Products Co.
NORTHWESTERN Telephone Toll Timers, Northwestern Clock Co.
NORWOOD Drawing Tables, Frederick Post Co.
NO-SLIP Floor Coating, Time Saving Specialties
NOTABENE Pencils, Swan Pencil Co., Inc.
NOTACK Pencil Carbon Papers, Old Town Corporation
NOTATION Pencils, General Pencil Co.
NOTEAR Price Book Indexes, Boorum & Pease Co.
NO-TYE Expanding Wallets, Cooke & Cobb Co.
NU ART Mimeograph Papers, Duplicating Papers, Inc.
NU TONE Office Chimes and Clocks, Nu Tone, Inc.
NUACE Mounting Corners, Labels, Ace Art Co.
NU-AIR Window Fans, Meier Electric & Machine Co.
NUBIAN Carbon Papers, The Carter's Ink Co.
NUBIAN Fibre Filing Folders, Wabash Filing Supplies, Inc.
NU-CRAFT Coin Trays and Cabinets, Nu-Craft Products Co.
NUCRAFT Office Furniture, Nucraft Furniture Co.
NULITE Fluorescent Desk and Floor Lamps, Shepard Engineering Co.
NU-LOCK Catalog Binders, McMillan Book Co.
NUMBER PLEASE Desk Telephone Indexes, Nascon Products Division
NUMBERALL Numbering Machines, Steel Type and Marking Devices, Numberall Stamp & Tool Co.
NUMBERETTE Numbering Machines, American Numbering Machine Co.
NUMBERGRAPHS Serially Numbered Metal Plates, Metalcraft, Inc.
NUMERIA Calculating Machine, J. E. Albright & Co.
NUMER-RING Binders, National Blank Book Co.
NUPAL Cellophane Tape Dispenser, Perma Products Co.
NUPASTEL Color Sticks, Eberhard Faber Pencil Co.
NU-PLAST Mechanical Bindings, General Binding Corp.
NU-STYLE Albums, Binders, Nu-Style Album and Binder Co.
NU-STYLE Box Letter Files, Acme Letter File Corp.
NUTTING Trucks and Casters, Nutting Truck & Caster Co.
NU-TYPE Rubber Stamp Pads, Fulton Marking Equipment Co.
NUTYPE Type and Hand Cleaner, Walter G. Gies Co.
NU-VISE Colored Signals, George B. Graff Co.
NU-VIZ Signals, George B. Graff Co.
NU-WAY Decalcomania Transfers, National Decalcomania Corp.
NYCO Slate Blackboards, N. Y. Silicate Book Slate Co.
NYLIN Typewriter Ribbons, American Stencil Mfg. Co.
NYLO-GLIDE Storage Files, Record Files, Inc.
NYLONIZED BOLTAFLEX Plastic Upholstery Fabric, Bolta Products Sales, Inc.
NYLRO Nylon School Bags, A. Reif & Co.
NYOIL Typewriter Oil, William F. Nye, Inc.

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O-BAC Binders, Elbe File & Binder Co., Inc.
O.K. Paper Fasteners, Oakville Co.
O.K. Pin Tickets, A. Kimball Co.
OK Typewriter Oil, Cardinell Corp.
O.K. Typewriter Ribbons and Hand Cleaner, F. S. Webster Co.
OAK LEAF Paper Fasteners and Thumb Tacks, Oakville Co.
OAKITE Solvents, Oakite Products, Inc.
OAKVILLE Paper Eyelets and Fasteners, Thumb Tacks, and Price Card and Ticket Holders, Oakville Co.
OASIS Electric Dehumidifiers, Water Coolers, Ebco Mfg. Co.
OASIS Moisteners, Office Accessories Corp.
OBRO Staplers, Markwell Mfg. Co., Inc.
OCTAGON Cord and Twine, Lees Mfg. Co.
ODHNER Adding Machines, Facit, Inc.
OFFICE Collator, J. Curry Mendes Corp.
OFFICE BOY Moisteners, A. C. Hummel Co.
OFFICE SPECIAL Ribbons and Carbons, The Buckeye Ribbon & Carbon Co.
OFFICE VALET Wardrobe Racks, Vogel-Peterson Co.
OFFICE-ETTE Portable Offices, Arnot-Jamestown Corp.
OFFICE-RITER Typewriter, Remington Rand Inc.
OFFICIAL Pocket Seals and Money Changers, Meyer & Wenthe, Inc.
OFFICIAL Ribbons and Carbons, Snelling & Son.
OFFICIAL Typewriter Ribbons, American Carbon Paper Mfg. Co.
OHIO Barometers, Thermometers, Ohio Thermometer Co.
OHIO Box Files, The Globe-Wernicke Co.
OHIO Waste Baskets, Ohio Can & Crown Co.
OHMER Cash Registers, Rockwell Register Corp.
OKAY Colored Pencils, Eberhard Faber Pencil Co.
OLD COUNCIL TREE Bond & Typewriter Papers, Neenah Paper Co.
OLD DEERFIELD BOND Typewriter Paper, Millers Falls Paper Co.
OLD DUTCH Ribbons and Carbons, Waters and Waters Branch
OLD ENGLISH Bond and Ledger Papers, Valley Paper Co.
OLD ENGLISH Pencils, Wallace Pencil Co.
OLD FAITHFUL Chalk Squares, American Crayon Co.
OLD FASHIONED Pin Tickets, Noesting Pin Ticket Co., Inc.
OLD HAMPSHIRE MILLS Papers, Hampshire Paper Co., Inc.
OLD HICKORY Ribbons, Carbons and Duplicating Supplies, Quest Mfg. Co.
OLD IRONSIDES Ledger Papers, Gilbert Paper Co.
OLD MASTERS Artists' Oil Colors, Arthur Brown & Bro.
OLD OAK TREE Carbon Papers, F. S. Webster Co.
OLD SPANISH Brief Covers, Cooke & Cobb Co.
OLD STYLE Coin Wrappers, C. L. Downey Co.
OLD TOWN Ribbons, Carbons, Duplicating Supplies, Old Town Corporation
OLD TOWN EIGHTY Carbon Paper, Old Town Corporation
OLD TOWN SEVENTY-SEVEN Carbon Paper, Old Town Corporation
OLIVETTI Printing Calculators, Olivetti Corp. of America
OLSEN MARK Marking Equipment, Olsen Mark Corp.
OLYMPIA Portable Typewriters, Inter-Continental Trading Corp.
OLYMPIC Binders, The Federbush Co., Inc.
OLYMPIC Pencils, Reliance Pencil Corp.
OMEGA Chalk, Weber Costello Co.
OMEGA Colored Pencils, Richard Best Pencil Co.
OMEGA Type Cleaner, Mittag & Volger, Inc.
ONE-FIFTY Upholstered Chairs, Toledo Woodworks Co.

ONETIMESAVER Interleaved Carbon Snapout Forms, R. A. Taylor Corp.
ONION SKIN FINISH Carbon Paper, American Ribbon & Carbon Co., Inc.
ON-R-OFF Stationery Racks, Maso Steel Products
ONTARIO Pencils, A. C. McClurg & Co.
OPALINE Tracing Paper, Cardinell Corp.
OPAQUE Stamp Pads, Superior Marking Equipment Co.
OPNWINDO Steel File Guides, Charles C. Smith, Inc.
ORANGE BOX LINE Wire Staples, Majestic Staple Co.
ORANGE CORE Gummed Tape, Hudson Pulp & Paper Corp.
ORBIC Ball-Point Fountain Pens, Eagle Pencil Co.
ORCHID Ribbons and Carbons, Rochester Ribbon & Carbon Co., Inc.
ORCO Photocopying Equipment, Orco Cameras, Inc.
ORDER BOOK Pencils, Joseph Dixon Crucible Co.
OREGON FIR Pencils, Joseph Dixon Crucible Co.
ORIENT Mucilage, Crescent Products Co.
ORIENTAL Copying Pencils, Koh-I-Noor Pencil Co., Inc.
ORIGINAL LOTTER Drawing Instruments, Nobema Products Corp.
O-RING-O Pencils, A. W. Faber-Castell Pencil Co., Inc.
ORIOLE Pencils, Joseph Dixon Crucible Co.
ORLOFF Drawing Pencils, Eagle Pencil Co.
ORMIG Spirit Duplicator, Queen Systems Corp.
ORTHO-PHASE LOG LOG Slide Rules, Pickett & Eckel, Inc.
OSBORN Brushes, The Osborn Mfg. Co.
OSCALATOR Appliance Trucks, Reardon Products
OSCO Desk Pads and Card Index Cabinets, Osco Stationery Co.
O-SO-KLEAN Coated Spirit Carbon, The Heyer Corp.
OTHELLO Pencils, Swan Pencil Co., Inc.
OTTAWA SATIN FINISH Upholstery Leather, Eagle-Ottawa Leather Co.
OUTLINE Pencils, Koh-I-Noor Pencil Co., Inc.
OUTLOOK Envelopes, Outlook Envelope Co.
OUTLOOK Expanding Files, The Cooke & Cobb Co.
OUTOSIGHT Telephone Index Attachments, G. A. Higbee Co.
OUT-RITE Ink Eradicators, S. S. Stafford, Inc.
OVAL Carpenters' Pencils, Eberhard Faber Pencil Co.
OVAL Pen and Pencil Sets, Morrison Fountain Pen Co.
OWL Paper Clips, Oakville Co.
OXBERRY MANILA Second Sheets, L. Hyman & Sons
OXCELOID Guide Tabs, Oxford Filing Supply Co.
OXFORD Desk Accessory Line, S. K. Smith Co.
OXFORD Electric Clocks, Gibraltar Mfg. Co., Inc.
OXFORD Envelopes, Filing Supplies and Labels, Oxford Filing Supply Co.
OXFORD ANTIQUE Mimeo Papers, Vari-Color Duplicator Co.
OXFORD GRADE Index Cards and Folders, Oxford Filing Supply Co.
OZALID PRINTMASTER Photocopying Equipment, Ozalid Div., General Analine & Film Corp.
OZARK Fountain Pens and Pencils, Ozark Pen Mfg. & Repair Co.

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PC Paper Drinking Cups, Solo Cup Co.
PC Stencil Duplicator Supplies, Polychrome Corp.
PDQ Interest Tables, The Twentieth Century Co.
P.E.C. Posting Trays and Stands, Posting Equipment Corp.
P & H Electric Print Dryers, Peck & Harvey
PM Catalog Binders, Remington Rand Inc.
PPC Duplicating Fluid, Potomac Products Corp.
PR - 76 Typewriter Ribbons, Mittag & Volger, Inc.
PAASCHE Airbrushes, Paasche Airbrush Co.
PACEMAKER Binders, Master-Craft Corp.
PACEMAKER Carbon Paper, A. P. Little, Inc.
PACEMAKER Desks, Myrtle Desk Co.
PACEMAKER Ribbons and Carbons, Allied Carbon & Ribbon Mfg. Corp.
PACEMAKER Staplers, Markwell Mfg. Co., Inc.
PACESETTER Master Units, Copy-Plus, Inc.
PACKARD'S Interest Tables, Appleton-Century-Crofts, Inc.
PACKER Label, Tape and Envelope Moisteners, Better Packages, Inc.
PACKET LINE Upholstered Furniture, Grand Rapids Leather Furniture Co.
PACORD Paper Covered Twine, Tubbs Cordage Co.
PACS Carbon Paper Packets, Carbon Paper Pac Co.
PAD N'PENCIL Memo Pad with Pencil, Quigley Co.
PADCRAFT Legal, Office and Scratch Pads, Osborn Paper Co.
PAD-O-FONE Telephone Memo Device, Pad-O-Fone Corp.
PAD-PAX Boxed Paper Pads, Ehlbert Products.
PADS-IT Padding Compound, Snapout Cement, Commercial Paste Co.
PAGEWRITER Reservoir Pen, Pagewriter Pen Co.
PAGE END-ICATOR Platens, Shipman-Ward Mfg. Co.
PAINT-RITE Crayons, National Crayon Co.
PAINTSTICKS Marking Crayons, Markal Co.
PACKNEAT Sealing Tapes, Warshaw Mfg. Co., Inc.
PAK-TYER Package Tying Machine, Felins Tying Machine Co.
PALMER Showcard Paints, Palmer Show Card Paint Co., Inc.
PALMER METHOD Penmanship Courses, Pens and Penholders, Tablets and Pads, The A. N. Palmer Co.
PALMFIT Staplers, E. H. Hotchkiss Co.
PALMLAC Decals, Palm Bros. Decalcomania Co.
PAMPECO Artists' Materials, Nobema Products Corp.
PANAMA Ribbons, Carbons and Duplicating Supplies, Manifold Supplies Co.
PAN AMERICAN Bronze Tablets, Signs and Nameplates, Pan American Bronze Co.
PANAMA-BEAVER Ribbons and Carbons, Manifold Supplies Co.
PANDA Pencil Leads, Panda Pencil Lead, Inc.
PANIRA Carbon Papers, Manifold Supplies Co.
PANNIER Rubber Stamps and Stamp-Making Equipment, Pannier Corp.
PANTHER Ribbons and Carbons, American Stencil Mfg. Co.
PAPER PICTURE CRAFT Educational Pictures, Finch & McCullough
PAPEREX Colored Pencils, Joseph Dixon Crucible Co.
PAPER-MATE Ball Point Pen, Paper-Mate Co., Inc.
PAPEROID Envelopes, Wallets, Alvah Bushnell Co.
PAP-R PRODUCTS Bill Straps, Pap-r Products
PAR Carbon Papers, Kee Lox Mfg. Co., Inc.
PARA Rubber Type, Wm. A. Force & Co., Inc.
PARAGON Blackboards, N. Y. Silicate Book Slate Co.
PARAGON Desk Calendars, Ever Ready Calendar Mfg. Co.
PARAGON Drafting Machines and Scales, Keuffel & Esser Co.
PARAGON Duplicator Papers. The Munising Paper Co.
PARAGON Inkstands, Pin Cups, Paper Weights, Frank A. Weeks Mfg. Co.
PARAGON Numbering Machines, William A. Force & Co., Inc.
PARAGON Ribbons and Carbons, Remington Rand Inc.
PARALAC Rubber Cement, Testworth Laboratories, Inc.
PARALLEX Wire-Bound Tablets; Pads and Stenographic Notebooks, Highland Mfg. Co.
PARAMOUNT Carbon Paper, Frye Mfg. Co.
PARAMOUNT Desk Files, The Federbush Co., Inc.
PARANITE Feed Rolls, Platens, Shipman-Ward Mfg. Co.
PARAPINK Erasers, A. W. Faber-Castell Pencil Co., Inc.
PARA-PRONG Binders, Remington Rand Inc.
PARCHMENT DEED Papers, Southworth Co.
PARCHMENT RECORD Typewriter Paper, Southworth Co.
PARK AVENUE Carbon Papers, Royal Typewriter Co., Inc.
PARK Costumers and Hangers, Park Products Co.
PARK BRAND Manila Folders, Imperial Methods Co.
PARKAY Wall and Floor Coverings, Parkay, Inc.
PARKER Fountain Pens, Pencils and Inks, Parker Pen Co.
PARKER'S Blotting Papers, Joseph Parker & Son Co.
PARKER Storage Files and Cabinets, Parker Steel Products, Inc.
PARKO Gloss Polish and Cleaners, Park Chemical Co.
PARKRAFT Coin and Catalog Envelopes, Quality Park Envelope Co.
PARR Rubber Bands, Finger Tips and Typewriter Keys, Speed Products Co., Inc.
PARROT Binder Clips, Speed Products Co., Inc.
PARROT Pen Points, Jaclin Stationery Corp.
PARSONS Ledger and Bond Papers, Parsons Paper Co.
PARSUL Gummed Tape Sealers, Seymour Products Co.
PARTITION-ETTES Office Partitions, Arnot-Jamestown Corp.
PASCACK Typewriter Ribbons, Mittag & Volger, Inc.
PASTELLO Crayons, American Crayon Co.
PASTICK Liquid Paste, Scriptex Products Co., Inc.
PAT KEY KEEPER Retracting Key Chain, Ketcham & McDougall, Inc.
PAT REMEMO Memo Pad, Ketcham & McDougall, Inc.
PAT PENCIL Pencil on Reel, Ketcham & McDougall, Inc.
PATHFINDER Accounting Systems, Loose Leaf Forms and Binders, Charles R. Hadley Co.
PATRICIAN Ribbons and Carbons, Remington Rand Inc.
PATRICIAN Shelving, All-Steel Equipment Inc.
PATRIOT Pen and Pencil Sets, Morrison Fountain Pen Co.
PATRIOTIC Pencils, Wallace Pencil Co.
PATRIOTIC Pencils, American Pencil Co.
PATROL Pencils, Eagle Pencil Co.
PATROL Watchmen's Clocks, Detex Watchclock Corp.
PAWK MOTORASER Erasing Machine, Keuffel & Esser Co.
PAX Cleansing Creams and Soaps, G. H. Packwood Mfg. Co.
PAYCOMPTROLLER Pay Roll and Accounting Systems, Business Systems Corp.
PAYMASTER Checkwriters, Paymaster Corp.
PAYMASTER Pay Roll Books, Sefer Publishing & Bookbinding Co., Inc.
PAYONS Painting Crapons, American Crayon Co.
PAYWRITE Systems, The Reynolds & Reynolds Co.
PAYZANT Lettering Pens, Keuffel & Esser Co.
PEARL 4-WAY Desk Classifiers, Boomerang Chair Pad Co.
PEASE Continuous Printers and Blueprint Machines, The C. F. Pease Co.
PEATROPHONE Telephone Answering Device, Connecticut Telephone and Electric Corp.
PECK & HARVEY Continuous Printers, Peck & Harvey
PED FOLDS Typewriter Raising and Lowering Mechanism, Stow & Davis Furniture Co.
PED TYPES Typewriter Raising and Lowering Mechanism, Stow & Davis Furniture Co.
PEDICUSHION Standing Mat, L. M. Bickett Co.
PEERCO Steel Filing Cabinets, Peerless Steel Equipment Co.
PEERLESS Cork Bulletin Boards, Beckley-Cardy Co.
PEERLESS Drawing Stands, Chas. Bruning Co., Inc.
PEERLESS Duplicator Inks, Peerless Ink Corp.
PEERLESS Globes, Weber Costello Co.
PEERLESS Loose Leaf Supplies, Wilson Jones Co.
PEERLESS Mailing Tubes, Ames Safety Envelope Co.
PEERLESS Mucilage, The Commercial Paste Co.
PEERLESS Paper Clips, Noesting Pin Ticket Co., Inc.
PEERLESS Photocopy Equipment, Peerless Photo Products, Inc.
PEERLESS Roll Leaf Hot Stamping Presses, Peerless Roll Leaf Co., Inc.
PEERLESS Steel Filing Cabinets and Desks, Peerless Steel Equipment Co.
PEERLESS Typewriter Key Tops, Twirlers and Shock Absorbers, Peerless-Imperial Co., Inc.
PEERLESS Wood Card Trays, Globe-Wernicke Co.
PEERLESS ALL-STEEL Parcel Post Scales, Triner Scale & Mfg. Co.
PEERLESS PATENT Bookform Cards, John B. Wiggins Co.
PEERLESS TOUCHTYPE Typewriter Keys, Peerless-Imperial Co., Inc.
PEGASUS Marking Inks, Superior Marking Equipment Co.
PEG STRIP Pegboard Accounting Systems, Charles R. Hadley Co.
PEIRCE Wire Recorders, Peirce Wire Recorder Corp.
PELOUZE Postal Scales, Pelouze Mfg. Co.
PEMBROKE'S Carbon Papers, Kee Lox Mfg. Co., Inc.
PEN PERFECT Mimeo Paper, Hano Paper Co., Inc.
PENCIL AND INK Erasers, Joseph Dixon Crucible Co.
PENCIL CLIPPER Pencil Holder, Rowley's Office Equipment Co.
PENCIL-CRAFT Pencil Carbon Binders, Standard Manifold Co.
PENCILETTE Ball Pens, Ferber Corp.
PENCIL-INK Erasers, Eagle Pencil Co.
PENCIL-LITE Combination Pencil and Flashlight, Brownie Mfg. Co.
PENCIL PAL Pencil Holders, Thompson Tool & Mfg. Co.
PENCILUXE Pencil Carbon Papers, Allied Carbon & Ribbon Mfg. Corp.
PENCO Steel Office Cabinets, Lockers and Shelving, Penn Metal Corp. of Penna.
PENDAFLEX Hanging Folders, Oxford Filing Supply Co.
PANDAFLEXER Deskside Files, Oxford Filing Supply Co.
PENESEALTITE Postage-Saver Envelopes, Tension Envelope Corp.
PENETRATIVE Stamp Pads and Inks, Volger Mfg. Co.
PENETRON Tape Machine Wetting Agents, Better Packages, Inc.
PENGAD Duplicating Inks, Ribbons and Carbons, Pengad Mfg. Co.
PENGUIN Refrigerator Bars, Springer Industries, Inc.
PENGUIN Ribbons and Carbons, International Carbon & Ribbon Co., Inc.
PEN-IN-INK Writing Sets, Robinson Reminders
PENINSULAR Letter Files, Weis Mfg. Co.
PENIT Fountain Pen Inks, Sanford Ink Co.
PENN Duplicator Stencils, The Shallcross Co.
PENN TAPE SAVERS Tape Dispensers, Penn Tape Savers
PENNANT Pens and Pencils, David Kahn, Inc.
PEN-RITE Fountain Pen Desk Sets and Memo Pads, Pen-Rite Corp.
PENSILUBE Lubricant, Reardon Products
PENTA-KLEEN Eraser-Cleaner, Eberhard Faber Pencil Co.
PENTRON ASTRA-SONIC Wire and Tape Recorders, Pentron Corp.
PENUSCO Fountain Pens, U. S. Victor Fountain Pen Co., Inc.
PENWELL Dip Pen Desk Sets, Waterman Pen Co., Inc.
PENWORTHY Tablets, Pads and Notebook Fillers, Lakeside Central Co.
PERENNIAL Daters, Wm. A. Force & Co., Inc.
PERFECT Blank Books, Loose Leaf Devices and Forms, Chicago Binder & File Co.
PERFECT Chair Cushions, Perfect Rubber Seat Cushion Co.
PERFECT Storage Files, Pronto File Corp.

PERFECT Typewriter Ribbons, Peerless-Imperial Co., Inc.
PERFECT GEM Paper Clips, Noesting Pin Ticket Co., Inc.
PERFECT SECRETARY Desk Organizers, Savasort Co.
PERFECT STAND Typewriter Stand, Dorset Steel Equipment Co.
PERFECTION Account Files, Modern Account System Co.
PERFECTION Binding Straps, Alvah Bushnell Co.
PERFECTION Copying Pencils, Eagle Pencil Co.
PERFECTION Cup Sponges, Schroeder & Tremayne, Inc.
PERFECTION Desk Calendars, Moisteners and Memo Pads, Defiance Calendar & Stationery Corp.
PERFECTION Inkwells, Squires Inkwell Co.
PERFECTION Legal Blanks, Perfection Legal Blank Co.
PERFECTION Loose Leaf Metals, Loose Leaf Metals Co.
PERFECTION Office Machine Paper Rolls, Paper Manufacturers Co.
PERFECTION Transfer Filing Cases, Perfection Box Co.
PERFECTION Transfer Letter Files, Weis Mfg. Co.
PERFEK PAK Portable Autographic Registers, Atlantic Register Co.
PERFEX Paper Clips, Waldes Kohinoor, Inc.
PERFHECTO-CLEAN Hectograph Carbon, Kraus Ribbon & Carbon Co.
PERFHECTO-WRITER Hectograph Carbon, Kraus Ribbon & Carbon Co.
PERKYPAD Auto Expense Records and Memo Pads, Wilson Memindex Co.
PERMA Chair Mats and Clipboards, Geo. E. Fox & Co.
PERMA Pressed Crayons, Binney & Smith Co.
PERMA GRIP Stenographer's Notebooks, Processed Papers
PERMA PLASTIC Sheet Protectors, Plastic Service Co.
PERMA STIK Label Holder, Perma Products Co.
PERM-A-BINDER County Record Binders, Wilson Jones Co.
PERMACAL Perpetual Calendar, Nichols Products Co.
PERMACEL Pressure-Sensitive Tape, Permacel Tape Corp.
PERMAFLEX Indexes, Hall & McChesney, Inc.
PERMAKORK Cork Bulletin Boards, E. W. A. Rowles Co.
PERM-A-LATOR Padding Supports for Wire Spring Cushions, Flex-O-Lators, Inc.
PERMALBA White Pigments and Canvases, F. Weber Co.
PERMANENT Folders, Elbe File & Binder Co., Inc.
PERMANENT RECORD Papers, Southworth Co.
PERMANENTER County Record Binders, Ernest Hazel, Jr.
PERMANIZED Parchment and Onionskin Papers, Whiting-Plover Paper Co.
PERMAPOINT Fountain Pens, Mechanical Pencils and Leads, Eberhard Faber Pencil Co.
PERMARKINK Indelible Inks, Irwin-Hodson Co.
PERMAROC Blackboards, E. W. A. Rowles Co.
PERMATEX Filing Folders, C. L. Barkley & Co.
PERMEX Ink Paste, American Crayon Co.
PERMEX Transfer Binders, The Kay-Dee Co.
PERM-INK Indelible Ink, Jet Mfg. Co., Inc.
PERMO Binders, Memos and Scrapbooks, American Binder Co.
PERMOFLUX SCRIBE Dictating and Transcribing Machine, Scribe Corp.
PERMOPLAST Modeling Clay, American Art Clay Co.
PERM-O-RITE Ribbons and Carbons, Waters & Waters Branch
PET Office Punches, Wilson Jones Co.
PETER PAN Ball-Point Pens, Stratford Pen Corp.
PET-TROIL-UM Dispenser and Grease, Chaffee Distributing Co.
PETITE Paper Fasteners, Noesting Pin Ticket Co., Inc.
PHANO Pencils, Joseph Dixon Crucible Co.
PHILADELPHIA Adjustable Drawing Stands, F. Weber Co.
PHILCO Ribbons and Carbons, Phillips Ribbon & Carbon Co.
PHILLIPS Waterless Hand Cleaner, Phillips Process Co., Inc.
PHOENIX Box Files, The Globe-Wernicke Co.
PHEONIX Casters and Glides, Phoenix Caster Co., Inc.
PHONE REST Telephone Rest, Bert M. Morris Co.
PHONELOCK Telephone Locks, Phonelock Co.
PHONE-MASTER Telephone Stand, Rockway Products Co.
PHONETIC STENO Pencils, Reliance Pencil Corp.
PHONOMATIC Telephone Arm, Phonomatic Office Appliance Co.
PHOTO DESK Paste, The Commercial Paste Co.
PHOTODEX Visible Photo Albums, Acme Visible Records, Inc.
PHOTOEXACT Photocopy Equipment, American Photocopy Equipment Co.
PHOTO-PIX Albums, Redi-Record Products Co.
PHOTO-RECORD Binders, Ernest Hazel, Jr.
PHOTOSTAT Photocopying Equipment, Photostat Corp.
PIC Photo Hinges, Mounties, Inc.
PIC-A-PATCH Gummed Reinforcements, Dennison Mfg. Co.
PICKETT All-Metal Slide Rules, Pickett & Eckel, Inc.
PIC-STICK Photo Mounts, Eureka Specialty Printing Co.
PICTOTAPES Graphic Tapes, Chart-Pak, Inc.
PICTURE BANK Home Savings Bank, Quigley Co.
PIGEON Typewriter Ribbons, Smith-Corona Inc.
PILOT Air Mail Envelopes, The Lafayette Co., Inc.
PILOT Card Index Cases, The Globe-Wernicke Co.
PILOT Dating and Numbering Stamps, Consolidated Stamp Mfg. Co., Inc.
PILOT Office Punches, Wilson Jones Co.
PILOT Staplers and Staples, Ace Fastener Corp.
PILOT TACKER Tackers, Ace Fastener Corp.
PINE-OLE Disinfectants, Theo. B. Robertson Products Co., Inc.
PINK PEARL Erasers, Eberhard Faber Pencil Co.
PINLESS SLIP-ON Price Tickets, Salisbury Mfg. Co.
PINNACLE Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
PIONEER Numberers, Wm. A. Force & Co.
PIONEER Paper Drills, Pioneer-Toledo Corp.
PIONEER Pens and Pencils, David Kahn, Inc.
PIONEER Safes, Empire Safe Co., Inc.
PIONEER School Chair-Desks, Griggs Equipment Co.
PIONEER Steel Cash Boxes, Pioneer Steel Co.
PIPPIN Box Files, Hedges Mfg. Co.
PITCH BLACK Pencils, National Pencil Co.
PITNEY-BOWES Mailing Machines, Postage Meters, Scales, Mail Tables, Letter Openers, and Folding and Inserting Machines, Pitney-Bowes, Inc.
PITTSBURGH Price Markers, A. Kimball Co.
PITTSBURGH Plate Glass Desk Tops, Varnishes and Lacquers, Pittsburgh Plate Glass Co.
PIXIT Kneaded Rubber Erasers, Joseph Dixon Crucible Co.
PLAINSITE Pay Roll Systems, Business Systems Corp.
PLANMASTER Blue Print Files, Stacor Equipment Co.
PLANNING GUIDE Desk Calendars and Organizers, Wilson Memindex Co.
PLAN-N-PRINT Magnetic Layout and Printing Equipment, Gross Engineering Co.
PLANOMATIC Office Planning Kit, M & M Industries
PLAN-X-FILE Plan File, Art Steel Sales Corp.
PLASCOLITE Electric Signs, Plastic Service Co.
PLAS-TEN Slide Rules, Frederick Post Co.
PLAS-T-CAP Thumb Tacks, Shelton Tack Co.
PLAS-TEX Office Chair Cushions, P. E. Fielder Mfg. Co.
PLASTI-BRONZ Signs and Nameplates, Artmor Plastics Corp.
PLASTIC BACK Carbon Papers, American Stencil Mfg. Co.
PLASTICAN Waste Receptacle, Artmor Plastics Corp.
PLASTICARBON Carbon Paper, American Carbon Paper Mfg. Co.
PLASTICO Plastic Bindings, Plastic Binding Corp.
PLASTI-DEX Loose Leaf Index Dividers, Joshua Meier Co., Inc.
PLASTI-GRAND Plastic Dipped Tabs, Grand Filing Supply Co.
PLASTIK FOIL Roll Leaf, Peerless Roll Leaf Co., Inc.
PLASTI-KOTE Plastic Spray, Plasti-Kote, Inc.
PLASTI-KLEER Binders, Bro-Dart Industries
PLASTI-LAC Plastic Spray, Bro-Dart Industries
PLASTILE Plastic Flooring, U. S. Stoneware Co.
PLASTILOID Index Guides, Le Febure Corp.
PLASTIPHOTER Offset Plate Machines, Remington Rand Inc.
PLASTI-THENE Book Covers, Bro-Dart Industries
PLASTIX Pencils, Blaisdell Pencil Co.
PLATEN LIFE Platen Cleaners, Sanford Ink Co.
PLATEN PEP Platen Cleaners, Tested Products Co.
PLAYTIME Paint Sets, Binney & Smith Co.
PLEASANTAIRE Air Conditioners, Pleasantaire Corp.
PLENTY COPY Ribbons and Carbons, Mittag & Volger, Inc.
PLIOFILM Transparent Rubber Fabric, Goodyear Tire & Rubber Co.
PLOTRACTOR Protractors, Cardinell Corp.
PLOVER Bond and Onionskin Papers, Whiting-Plover Paper Co.
PLUMB LINE Carpenter Pencil, Eberhard Faber Pencil Co.
PLUMPY Memo Pad and Case, Ehlbert Products
PLUS Adding-Calculating Machines, Plus Computing Machines, Inc.
PLUVIUS Pencils, Koh-I-Noor Pencil Co., Inc.
PLYMOUTH Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PLYMOUTH Rubber Bands, Plymouth Rubber Co., Inc.
PLYON Carbon Paper, Buckeye Ribbon & Carbon Co.
PNEUMATIC Typewriter Keys, Munson Supply Co.
POCKET PAL Leather Goods, Ameron Wallet and Leather Novelty Co.
POCKET PAL Pocket Memo Wallets, Wilson Memindex Co.
POCKETECTOR Pocket Protectors, Plastic Service Co.
POCKETEX Pocket Protectors, Plastic Service Co.
POCKETOP Pocket Dip Pens, Sterling Plastics Co.
POCKETREF Memo Books, Wilson Jones Co.
POCKET-SAVER Pocket Protectors, Angler's Products Co.
POCKETTE Ball-Point Pens, Eversharp, Inc.
POCKO-MATIC Pocket Secretaries, Polycraft, Inc.
POINTER Pencil Sharpener, Joseph Dixon Crucible Co.
POINT-O-MATIC Combination Pen-Pencil, Quick Point Pencil Co.
POINSE Penholders, Eagle Pencil Co.
POK-ET-PAK Leather Cigarette Boxes, Regal & Wade Mfg., Inc.
POLAR Desk Pads, Desk Top Protectors and Desk Accessories, Polar Mfg. Co.
POLLARD-ALLING Addressing Machines, Pollard-Alling Mfg. Co.
POLOKAF Plastic Brief Bags, Portfolios, Ringbinders, Lexington Leather Goods Co.
POLYCHROME Stencils, Inks and Duplicating Supplies, Polychrome Corp.
POLYCOLOR Leads and Pencils, Koh-I-Noor Pencil Co., Inc.
POLYFILM Stencil Ribbons, Polychrome Corp.
POLYKOTE Non-Metal Offset Plates, Polychrome Corp.
POLYPHASE Slide Rules, Keuffel & Esser Co.
POLYTYPE Stencil Duplicator Supplies, Polychrome Corp.
POMEROY Inks and Adhesives, I. Pomeroy Co.
PONTEN Reading Stands, Replogle Globes, Inc.
PONY BOY Numbering Machines, American Numbering Machine Co.
POOR RICHARD'S Calendars, Wilkinson Publishing Co., Ltd.
POP'LAR OAK Box Files and Card Cabinets, Hedges Mfg. Co.
POP-OPEN Tubular Coin Wrappers, C. L. Downey Co.
POPPY Erasers, Joseph Dixon Crucible Co.
POPULAR Agate Trays, Hedges Mfg. Co.
POPULAR Blackboard Erasers, Beckley-Cardy Co.
POPULAR Card and Paper Cutters, Milton Bradley Co.
POPULAR Drawing Tables, Keuffel & Esser Co.
POPULAR LINE Wardrobe and Storage Cabinets, All-Steel Equipment Inc.
POP-UP Memo Sheet Dispenser, Sapphire Products
PORT HURON Cover Papers, Port Huron Sulphite & Paper Co.
PORTABLE SECRETARIAL Deskside Files, Western Mfg. Co.
PORTA-FILE Portable Filing Unit, Hamilton Metal Products Co.
PORTAGRAPH Photocopying Machine, Remington Rand, Inc.
PORTA-MATIC Posting Tray, Posting Equipment Corp.
PORTA-PAC Autographic Registers, Philip Hano Co.
PORTILITY Folding Tables, Emeco Corp.
POST Drawing Instrument Sets, Frederick Post Co.
POST Electric Gold Stamping Outfits, Post Electric Co., Inc.
POST Price Books, The Federbush Co., Inc.
POSTAGE METER Mail Metering Machines, Pitney-Bowes, Inc.
POSTAL Pencils, American Pencil Co.
POSTALETT Pocket Postal Scales, Exact Weight Scale Co.
POSTAMATIC Pocket Postal Scale, Postamatic Co.
POSTER Paint Sets, Palmer Show Card Paint Co., Inc.
POS-TER-ART Colored Chalk Crayons, Binney & Smith Co.
POSTINDEX Visible Filing Systems, Postindex Co.
POSTLOCK Catalog Covers, Stationers Loose Leaf Co.
POST-O-GRAF Spirit Duplicator, Post-O-Graf Mfg. Co.
POST-O-GRAF Stencil Duplicators and Supplies, Post-O-Graf Mfg. Co.
POST-O-GRAM Parcel Post Scales, Detecto Scales, Inc.
POST-O-GRAM JR. Parcel Post Scales, Detecto Scales, Inc.
POST-O-METER Parcel Post Scales, Detecto Scales, Inc.
POST-O-METER JR. Parcel Post Scales, Detecto Scales, Inc.
POST-O-SCOPE Stencil Scopes, Post-O-Graf Mfg. Co.
POSTRIG Slide Rules, Frederick Post Co.
POSTUR-CHAIRS Posture Chairs, The Toledo Metal Furniture Co.
POSTURE-RITE Posture Chairs, Wells Chair Corp.
POSTUR-MATIC Metal Posture Chairs, Domore Chair Co., Inc.
POTDEVIN Labeling and Gumming Machines, Potdevin Machine Co.
POTENT Copying Pencils, Eberhard Faber Pencil Co.
POTOMAC Hand Cream, Mimeograph Ink, Potomac Products Corp.
POTTER PULL-IT One-Time Carbon Forms, The Potter Press.
POWERAIRE Electric Fans, Westinghouse Electric Corp.
POWERS Punched Card Accounting Machines, Remington Rand Inc.
PRACTIBILT Binders and Ledgers, Stationers Loose Leaf Co.
PRACTICAL Ribbons and Carbons, American Stencil Mfg. Co.
PRANG Colors and Inks, American Crayon Co.
PRECISA Adding Machines, Precisa Calculating Machine Co., Inc.
PRECISE Trimming Boards, American Photo Laboratories
PRECISION Drawing Pencils, J. S. Staedtler, Inc.
PRECISION Duplicating Inks and Stencil Correction Fluid, Starkey Chemical Process Co.
PRECISION Magnifiers, New Era Optical Co.
PRECISION Postal Scales, Triner Scale & Mfg. Co.
PRECISION BUILT Staplers and Tackers, Precision Staple Corp.
PRECOLLATED Continuous Forms, American Register Co.
PREFERRED Ribbons and Carbons, Aetna Products Co.
PREFAB Wood Shelving, Bankers Box Co.
PREFIXT Carbon Forms and Second Sheets, Newport News Forms Co.
PREMIER Adhesive Paper Clips, U-File-M Binder Mfg. Co.
PREMIER Blackboard Erasers, Beckley-Cardy Co.
PREMIER Brief Covers, Josephson Mfg. Corp.
PREMIER Letter Openers and Moisteners, Defiance Calendar & Stationery Corp.
PREMIER Pencil Sharpeners, Apsco Products, Inc.
PREMIER Prong Binders, The Federbush Co., Inc.
PREMIER Scrapbooks, Elbe File & Binder Co., Inc.
PREMIER Steel Paper Fasteners, Vail Mfg. Co.
PREMIER Trimming Boards, Photo Materials Co.
PREMIER Typewriter Keys, Munson Supply Co.

PREMIER Wood Desk Trays and Card Index Boxes, Premier Supply Corp.
PREMIUM Blackboard Crayons, Beckley-Cardy Co.
PREMIUM File Folder Labels, Alfred H. Pagell
PREMIUM Writing Fluids, Sanford Ink Co.
PREP Leather Goods and School Bags, Eastern Bag Mfg. Corp.
PRE-PACK Continuous Forms, Atlantic Register Co.
PREP-TOWLS Paper Towels, Bay West Paper Co.
PRESCLIK Ball Point Pens, David Kahn, Inc.
PRESDON Ball Pens, Ferber Corp.
PRESENTATION SET Fountain Pen and Pencil Sets, Eversharp, Inc.
PRESIDENT Desk Pads, Polar Mfg. Co.
PRESIDENT Executive Swivel and Side Chairs, Harter Corp.
PRESIDENT Fluorscent Desk Lamps, Globe Lighting Products Co.
PRESIDENT Pencils, American Pencil Co.
PRESIDENT Upholstered Chairs, Garland Furniture Co.
PRESIDENT Wood Letter Trays, Majestic Stationery Co.
PRESLAID Plastic Signs, Bildey Products Corp.
PRESS Pencils, Richard Best Pencil Co., Inc.
PRESS KLEEN Plastic Type Cleaner, Mittag & Volger, Inc.
PRESSALIST List Finders, Bates Mfg. Co.
PRESS-IN-PIN Push Pins, Hampden Mfg. Co., Inc.
PRESS-TO-LOCK Post Binders, National Blank Book Co.
PRESSURE LOCK Binders, Wilson Jones Co.
PRESTO-CONTACT Pressure-Sensitive Labels, Eureka Specialty Printing Co.
PRESTO Letter Scales, Staplers, Staples, Paper Spindles, Check Protectors and Punches, Metal Specialties Mfg. Co.
PRESTO STICK Christmas Seals, Eureka Specialty Printing Co.
PRES-TO-LINE Copyholders, Hand Cream, Typewriter Ribbons, Pres-To-Line Corp. of America
PRESTO-LOCK Record Binders, Le Febure Corp.
PRESTOLOG Mark-Up Calculators, H. Kempenich
PRESTO-LOK Binders, Elbe File & Binder Co., Inc.
PRIDE Furniture Polish, S. C. Johnson & Son, Inc.
PRIDE Pencils, Joseph Dixon Crucible Co.
PRIDEMARKS Nameplates, Fox Co.
PRINCE Ash Trays, Smokers Stands, Smo-King Products, Inc.
PRINCESS PEARL Mechanical Pencil, Nichols Products Co.
PRINCETON Upholstered Chairs, Princeton Upholstery Co., Inc.
PRINCIPAL Pencils, Eberhard Faber Pencil Co.
PRINTATOR Magic Writing Pads, Bermat Products Corp.
PRINTED Thumb Tacks, Hampden Mfg. Co., Inc.
PRINTO-FORMS Pre-Printed Master Units, The Heyer Corp.
PRINT-O-MATIC Post Card Stencil Duplicators, Print-O-Matic Co., Inc.
PRINT-O-SCOPE Drawing Scope, Print-O-Matic Co., Inc.
PRINT-O-STAMP Hand Stamp, Print-O-Matic Co., Inc.
PRINT-STIX Changeable Letters, Topflight Tape Co.
PRINT-WRITE Typewriter Ribbons, Queen Ribbon & Carbon Co.
PRISMACOLOR Colored Pencils and Art Sets, Eagle Pencil Co.
PRIVATE LINE Intercom Systems, Connecticut Telephone and Electric Corp.
PRIVATEER Strong Boxes, Valentine Safe & Lock Works, Inc.
PRIZMA Pencils, Blaisdell Pencil Co.
PROCEL Stencils, Remington Rand Inc.
PRODUCER Pencils, Reliance Pencil Corp.
PRODUC-TROL Visual Control Boards, Wassell Organization, Inc.
PROFESSIONAL Carbon Papers, The Carter's Ink Co.
PROFESSIONAL Drawing Kits and T-Squares, Mayline Co., Inc.
PROFESSOR LEAR Meteorological Calendars, Ft. Wayne Printing Co.
PROGRAM Pencils, Blaisdell Pencil Co.
PROGRAM Pencils, Eberhard Faber Pencil Co.
PROGRAMME Pencils, Joseph Dixon Crucible Co.
PROGRESS Carbon Paper, Mittag & Volger, Inc.
PROGRESS Indelible Marking Inks, Superior Marking Equipment Co.
PROGRESS Ledgers, Boorum & Pease Co.
PROGRESS Sectional Post Binders, Stationers Loose Leaf Co.
PROMOTER Brief Bag, Shank Leather Goods Co.
PROMOTION Pencils, Sanders Mfg. Co.
PRONTO Storage Files, Pronto File Corp.
PRONTO MAILER Stamp Affixers, Office Accessories Co.
PROOF READER Pencils, Richard Best Pencil Co., Inc.
PROPELLAIR Electric Fans, Robbins & Meyers, Inc.
PROSPERITY Pencils, J. S. Staedtler, Inc.
PROTECTALL Safes, Money Chests and Bond Boxes, Protectall Safe Corp.
PROTECT-EVER Fire Protection Boxes, Mayfair Co.
PROTECTO Book Covers, American School Service Co.
PROTECTO Plastic Mitts and Aprons, Robert Mfg. Co.
PROTECTO Sheet Protectors, Major Services
PROTECTO Steel Filing Units, The Schwab Safe Co.
PROTECTO DELUXE Security Boxes, Bison Distributing Co.
PROTECT "O" FILM Stencils, Heyer Corp.
PROTECT-O-FORM Autographic Registers, Standard Register Co.
PROTECTOGRAPH Checkwriters and Signers, The Todd Co., Inc.
PROTECTO-TINT Tinted Business Forms, Shelby Salesbook Co.
PROT-EK-TOR Billfolds, Enger-Kress Co.
PROTEX Portable Electric Check Signers, Check Writer Co., Inc.
PROTEX Cuff Shields, Plastext Co.
PROTEX STICKONS Loose Leaf Reinforcements, Warshaw Mfg. Co., Inc.
PROTEX-IT Pressure-Sensitive Tape Dispenser, Bro-Dart Industries
PROTOD GREENBAC Checks and Forms, The Todd Co., Inc.
PROTOD PANTAGRAPH Checks, The Todd Co., Inc.
PROTYPE Ribbons and Carbons, Phillips Process Co., Inc.
PROUDFIT Loose Leaf Binders and Forms, Grand Rapids Loose Leaf Binder Co.
PRUDON Gummed Cloth Index Tabs, Signals and Time Dials, Prudon Specialty Mfg. Co.
PRYM'S Pins, Clips and Fasteners, William Prym, Inc.
PUBRECO Indexes, Wilson Jones Co.
PUFFY Inflatable Plastic Cushion, Collier Mfg. Corp.
PULL FASTENER String Ties, Schlegel Mfg. Co.
PULL-FREE Pencil Carbon, Waters & Waters Branch
PULLMAN Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
PULLMAN Smoking Stands, Campbell Products Co.
PUL-PRUF Sheet Protectors, Cooks', Inc.
PULSAIRE Circulators, Howard Industries, Inc.
PUNCH-ALL Punches, Punch-All Co., Inc.
PUNCHLESS Clip Binders, Cushman & Denison Mfg. Co.
PUNCHMASTER Loose Leaf Punches, Markwell Mfg. Co., Inc.
PUNCH-RITE Loose Leaf Punches, MacMieth Co.
PUP Pencils, Koh-I-Noor Pencil Co., Inc.
PURE SILK Typewriter Ribbons, The Buckeye Ribbon & Carbon Co.
PURITAN Bank Pins, Oakville Co.
PURITAN Office Suites, Hoosier Desk Co.
PUSH PENCIL Mechanical Pencils, Esterbrook Pen Co.
PUSH-CARD Wallets, Alvah Bushnell Co.
PUSSYFOOT Casters, The S. Rosen Mfg. Co.
PUSSYWILLOW Pencils, Koh-I-Noor Pencil Co., Inc.
PUZZLE PICTURE CRAFT Puzzle Pictures, Finch & McCullough
PYRAMID Artists' Colors, Nobema Products Corp.
PYROELECTRIC Burning Pens, Post Electric Co.
PYROTALCAL Metal Workers Crayon, Binney & Smith Co.

Q

QUAKER Art Tablets, American Pad & Paper Co.
QUAKER Filing Cabinets, Peerless Steel Equipment Co.
QUAKER Floor Coverings, Armstrong Cork Co.
QUAKER Stencils, Shallcross Co., Inc.
QUAKER STATE Notebooks, Tablets and Pads, Kurtz Bros.
QUALIFIED Adding Machine Rolls, Central Paper Co.
QUALITON Desk Accessories, Piltzer Qualiton Products, Inc.
QUALITY Binder Covers, Quality Park Envelope Co.
QUALITY Bond, Manifold Paper, American Writing Paper Corp.
QUALITY LINE Wood Card Index Boxes, Premier Supply Corp.
QUEEN Ash Trays, Smokers Stands, Smo-King Products, Inc.
QUEEN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUEEN EXPORT Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUEEN SILK Typewriter Ribbons, Queen Ribbon & Carbon Co., Inc.
QUEEN SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
QUESCO Ribbons and Carbons, Quest Mfg. Co.
QUICK ACTION Catalog Carrying Binders, Charles Doppelt & Co., Inc.
QUICK ACTION JR. Counter Catalog Binders, Geneva Mfg. Co.
QUICK POINT Mechanical Pencils, Quick Point Pencil Co.
QUICK-CHANGE Numbering Machines, Wm. A. Force & Co., Inc.
QUICKPRINT MIMEO Mimeograph Paper, Fay Paper Products, Inc.
QUICK-SITE Visible Records, Charles R. Hadley Co.
QUICKSTICK Paste Powder, The Commercial Paste Co.
QUICOPY Duplicator Papers, Autocopy, Inc.
QUIET BASE Typewriter Bases, Wick & Rouillot
QUIET-GRIP Typewriter Pads, Abco Plastic and Supply Co.
QUIET-RITER Portable Typewriter, Remington Rand Inc.
QUIGLEY Office Furniture, Quigley Furniture Co.
QUIKANINK Black Canners Ink, Irwin-Hodson Co.
QUIK-LIFT Staple Removers, American Machine Works, Inc.
QUIK-LOK Collapsible Storage Boxes, The Kay-Dee Co.
QUINK Fountain Pen Ink, The Parker Pen Co.
QUOTE Pencils, National Pencil Co.

R

R-B Walnut Desk Trays, Rockwell-Barnes Co.
R.B.G. Colored Checking Pencils, J. S. Staedtler, Inc.
RCA Sound Systems, Radio Corporation of America
R. C. ALLEN Business Machines, R. C. Allen Business Machines, Inc.
RHC Store Display Accessories, Reflector-Hardware Corp.
R & M Circulators, Fans, Robbins & Myers, Inc.
RPC Soaps, Cleaners and Disinfectants, Theo. B. Robertson Products Co., Inc
R.T.Z. Type Cleaners, F. S. Webster Co.
RACER Pencils, Wallace Pencil Co.
RACERASE Typewriter Papers, Southworth Co.
RACK-A-NEER Costumers, Hat and Coat Racks, Ken-Ro-Bil Corp.
RADI-AIRE Electronic Fans, Reynolds Electric Co.
RADIANCE Bond Papers, Gilbert Paper Co.
RADIANT Water Colors, Art Crayon Co., Inc.
RADIANT WHITE Ink, Demco Library Supplies
RADIO Steel Pens, Esterbrook Pen Co.
RADIUM Cross Reference Indexes, Le Febure Corp.
RAGLITE Onionskin Papers, Fox River Paper Co.
RAFN Utility Trucks, American Machine Works, Inc.
RAINBOW Coin Wrappers, C. L. Downey Co.
RAINBOW Colored Pencils, Eberhard Faber Pencil Co.
RAINBOW Duplicator Inks, Starkey Chemical Process Co.
RAINBOW Carbons, Ribbons, and Hecto Ink Remover, Columbia Ribbon & Carbon Mfg. Co., Inc.
RAINBOW Styli, Technygraph Co.
RAIN-RAK Umbrella Stands, Tubecrafters Sales Division
RAINPROOF Pencils, Joseph Dixon Crucible Co.
RAJAH Filing Supplies and Guides, King Filing Supply Co.
RANALLY Political Maps, Rand McNally & Co.
RAND McNALLY Maps and Atlases, Rand McNally & Co.
RAND Ticket Files and Binders, Victor Safe & Equipment Co., Inc.
RAND VISIBLE Filing Systems, Remington Rand Inc.
RANGER Pencil Sharpener, C. Howard Hunt Pen Co.
RANGER Stamp Pads, Inks, Ranger Products Co.
RAP-A-COIN Coin Wrapping Device, Henderize, Inc.
RAPID Gem Paper Clips, Rapid Tag & Wire Co.
RAPID FIRE Index System, Le Febure Corp.
RAPID STICK Paste, Crescent Products Co.
RAPID WRITER Pencils, Joseph Dixon Crucible Co.
RAPIDESIGN Architects' Scales and Templates, Rapidesign, Inc.
RAPIDLOCK Sectional Post Binders, Stationers Loose Leaf Co.
RAPIDPRINT Dating and Numbering Machines, Electric Time Recorders, Rapidprint Time Recorders, Inc.
RASABLE Typewriter Ribbons, F. S. Webster Co.

RASTETTER Folding Chairs and Tables, Louis Rastetter & Sons Co.
RAVEN BRAND Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
RAVEN Sectional Post Binders, Wilson Jones Co.
RAVENSWOOD Indelible Inks, Superior Marking Equipment Co.
RAVENWOOD Pencils, Reliance Pencil Corp.
RAYMONDS Trial Balances, Hall & McChesney, Inc.
RAY-RITE Illuminated Clipboards, Neoline Inc.
RAY-SURE Eradicable Typewriter Ribbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
RAZOR-NIFE Office Knives, Gits Molding Corp.
READ E-Z Book Holders, Mayer Mfg. Corp.
READ-RITE Study Boards, Northfield Specialties Co.
READYMARK Marking Crayons, St. Louis Crayon & Handle Co.
READY-MASTER Spirit Carbon Master Sets, Columbia Ribbon & Carbon Mfg. Co., Inc.
READY RECKONER Calculating Tables, John C. Winston Co.
READY-REFERENCE Atlases, Rand McNally & Co.
READYSETS Carbon Interleaved Accounting Forms, National Litho Forms Co.
REAL BLACK Pencils, General Pencil Co.
REALLY FLAT Gummed Paper, Mid-States Gummed Paper Co.
RECEIPT Pencils, American Pencil Co.
RECEIPT-RITE Peg Board Device for Writing Cash Receipts, Reynolds & Reynolds Co.
RECEIVE-EASE Telephone Shoulder Rest, Mayfair Co.
RECLINA-LOUNGER Reclining Chair, Monarch Furniture Co.
RECO RADI-AIRE Electric Fans, Reynolds Electric Co.
RECORDA-CALL Autographic Register Forms, Econo-Pak Register Co.
RECORDAK Microfilming Equipment, Recordak Corp.
RECORDALL Sound Recorders and Dictating Machines, Miles Reproducer Co., Inc.
RECORDER Autographic Registers, Uarco Incorporated
RECORDER Pencils and Silver Steel Pens, Eagle Pencil Co.
RECORDER Steel Pens, C. Howard Hunt Pen Co.
RECORDEX Visible Record Folders and Tax Computers, Victor Safe & Equipment Co., Inc.
RE-CORD-O-FONE Desk and Tape Recorders, Bell Sound Systems, Inc.
RECORDPLATE Loose Leaf and Visible Equipment, Recordplate Co.
RECORDRUN Duplicating Papers, Copy Papers Sales & Service Agency, Inc.
RECTIGRAPH Photocopying Equipment, The Haloid Co.
RED AND BLACK Carpenters' Pencils, Joseph Dixon Crucible Co.
RED BAND Ledger Trays, Yawman and Erbe Mfg. Co.
RED BAND Rubber Erasers, Eagle Pencil Co.
RED DIAMOND Pin Tickets, A. Kimball Co.
RED DWARF Expanding Pocket Wallets, Cooke & Cobb Co.
RED FIBER Vertical Filing Envelopes and Folders, Quality Park Envelope Co.
RED LABEL Impression Paper, A. B. Dick Co.
RED LEATHER Filing Folders, Weis Mfg. Co.
RED SEAL Crayons, Standard Crayon Mfg. Co.
RED SEAL Typewriter Paper and Clasp Envelopes, L. Hyman & Sons
RED SUEDE Rubber Erasers, Weldon Roberts Rubber Co.
RED TOP Leads, Eversharp, Inc.
RED TOP Pads, American Pad & Paper Co.
RED TOP Paste, The Commercial Paste Co.
RED UNION Ink and Pencil Eraser, Eberhard Faber Pencil Co.
REDEMPTION BOND Papers, Whiting-Plover Paper Co.
RED-E-STIK Pressure-Sensitive Labels, Ever Ready Label Corp.
RED-FIBER Filing Pockets and Folders, Oxford Filing Supply Co.
REDHIDE Envelopes and Wallets, Alvah Bushnell Co.
REDI Ball-Point Pens, Brown & Bigelow
REDI-2-RITE Forms with Carbon, American Register Co.
REDI-COVER Brief Covers and Binders, Wilson Jones Co.
REDI-CUT Business Forms, Moore Business Forms, Inc.
REDI-FILE Hanging File Folders, Remington Rand Inc.
REDIFIXT Withholding Tax Forms, Consolidated Business Systems, Inc.
REDIFORM Business Forms and Systems, Rediform Division, Moore Business Forms, Inc.
REDIGRAPH Gelatin Film Duplicators, Redigraph, Inc.
REDI-MEM Memorandum Pads, Redi-Record Products Co.
REDI-MEMO Desk Memos, Weis Mfg. Co.
REDI-RACKS Desk Letter Trays, Weis Mfg. Co.
REDI-RECORD Pay Roll Systems, Redi-Record Payroll Systems
REDI-RECORD Visible Systems, Desk Pads, Albums and Wallets, Redi-Record Products Co.
REDIREF Machine Posting Binders, Wilson Jones Co.
REDMARQUETTE Indelible Rubber Stamp Ink, The Irwin-Hodson Co.
RED-REFERENCE Cycle Billing Desk, Le Febure Corp.
REDROPO Filing Folders, C. L. Barkley & Co.
REDSTOK Expanding Envelopes and File Pockets, National Fiberstok Envelope Co.
REDYREF Book Racks, Pressed & Welded Steel Products Co.
REESE'S Adjustable Stencils, C. H. Hanson Co.
REFERENCE LINE Transfer and Letter Files, Weis Mfg. Co.
REFILKIT Ball Pen Refill Assortments, Fieldston Products Corp.
REGAL Blackboards, N. Y. Silicate Book Slate Co.
REGAL Daters and Numberers, R. A. Stewart & Co., Inc.
REGAL Desk Sets, Spencerian Pen Co.
REGAL Paper Clips, Vail Mfg. Co.
REGAL Scrap Books, Weis Mfg. Co.
REGAL Soap Powder, Theo. B. Robertson Products Co., Inc.
REGAL Straightedges and T-Squares, Mayline Co., Inc.
REGALRITE Carbons and Ribbons, Regal Typewriter Co., Inc.
REGAL-ROYAL Rebuilt Typewriters, Regal Typewriter Co.
REGENCY Fountain Pens, Stratford Pen Co.
REGENCY Social Stationery, Montag Bros.
REGENT Dating Stamps, Wm. A. Force & Co.
REGENT GRIPLOCK Binders, The Federbush Co., Inc.
REGINA Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
REGNA Adding Machines, Cash Registers, Regna Cash Registers, Inc.
REKORDESK Electric Record Safes, Diebold, Inc.
REKORD-KEEPR Card Index Files, Smead Mfg. Co., Inc.
RELCO EVERNEAT Desk Pads and Sets, Reliable Stationers Specialties Co.
RELIABLE Pencils, Eagle Pencil Co.
RELIABLE Prong Binders, Boorum & Pease Co.
RELIANCE Expanding File Pockets, Envelopes and Wallets, Josephson Mfg. Corp.
RELIANCE Ribbons and Carbons, H. M. Storms Co.
RELIASPLASTIC Plastic Upholstery Material, Reliable Textile Co.
RELIASPON Sponge Rubber, Reliable Textile Co.
RELIATEX Artificial Leather Upholstery Material, Reliable Textile Co.
RELTON Foam Rubber Office Cushions, Reliable Textile Co.
REMALINER Aligner for Remington Rand Tabulators, Moore Business Forms, Inc.
REMBRANDT Artists' Colors, Morilla Co., Inc.
REMINDEX Desk Memos and Wallets, Art Plastics Mfg. Co.
REMINGTON Typewriters and Business Machines, Remington Rand Inc.
REMLE Steel Shelving and Bins, Remle Corp.
REM-MASTER Hectograph Sets, Remington Rand Inc.
REMTICO Ribbons and Carbons, Remington Rand Inc.
RENOL Furniture Polish, S. S. Stafford, Inc.
REPEATER Pencils, Eversharp, Inc.
REPEAT-O-PAKS Manifold Carbon Packs, Standard Manifold Co.
REPEAT-O-TYPE Duplicating Supplies, Repeat-O-Type Stencil Mfg. Co.
REPLIMAT Paper Master Offset Plates, Replica Products Corp.
REPLOGLE Globes and Desk Organizers, Replogle Globes, Inc.
REPLY-MESSAGE Correspondence Forms, Alfred Allen Watts Co., Inc.
REPLY-O Envelopes, Northern States Envelope Co.
REPORTER Fountain Pens, Eversharp, Inc.
REPORTER Pencils, Eagle Pencil Co.
REPUBLIC Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
REPUBLIC Pencils, Eberhard Faber Pencil Co.
REPUBLIC Solid Post Binders, A. E. Boyce Co.
RE QUOTE Stenographers' Pencils, National Pencil Co.
RESISTALL Index Bristol, Ledger Paper, L. L. Brown Paper Co.
RESISTO Coating Solution for Drawings, Koh-I-Noor Pencil Co., Inc.
RESOLUTE Sectional Post Binders, Wilson Jones Co.
RESOURCE Bond Papers, Gilbert Paper Co.
RESPIRATOR Ventilated Chair Cushions, L. M. Bickett Co.
REST-ALL Aluminum Chairs, Ohio Chair Co.
REST-A-PHONE Telephone Shoulder Brackets, Rest-A-Phone Co.
REST-A-WHILE Reclining Couch, Rest-A-While Couch Co.
REST-FLO Executive Chairs, The Sikes Co., Inc.
RESTFOAM Latex Foam Furniture Cushioning, Hewitt-Robins, Inc.
RESTMASTER Couches, Art Steel Sales Corp.
RESTMASTER Upholstered Chairs and Stools, Kenmar Mfg. Co.
RESULTA Adding, Calculating Machines, OTA Business Machines Division
RESUTA U.S.A. Stylus Adding Machine, Phonomatic Office Appliance Co.
RE-TRACT-O Ball-Point Pens, Fieldston Products Corp.
RETRACT-O-BALL Ball Point Pens, All-Rite Pen, Inc.
REVELDEX Rotary Filing Equipment, Diebold, Inc.
REVERE Drawing Instruments, Chas. Bruning Co., Inc.
REVERSIBLE Office Chair Cushions, Comfort Cushion Co.
REVIEW Pencils, Reliance Pencil Corp.
REVIVO Platen Rejuvenators and Type Cleaners, Burns Mfg. Co.
REVO-FILE Rotary Files, Mosler Safe Co.
REVOLV-IT Metal Costumers, Ken-Ro-Bil Corp.
REX Card Filing Cabinets, Hedges Mfg. Co.
REX Casters, Phoenix Caster Co., Inc.
REX Cleaning Crystals, Huntington Laboratories, Inc.
REX Daters and Numberers, Consolidated Stamp Mfg. Co.
REX Letter Files, Acme Letter File Corp.
REX Mailing Tubes, Ames Safety Envelope Co.
REX Office Punches, Wilson Jones Co.
REX Twine, John Rauschenberger Co.
REX RECORDER Disc Recorder, American Dictating Machine Co., Inc.
REXBILT Brief Cases, New Rexbilt Leather Goods Corp.
REXO Trimming Boards, Burke & James, Inc.
REXON Typewriter Vibration Mounts, Ames Supply Co.
REX-O-GRAPH Duplicators and Supplies, Rex-O-Graph, Inc.
REX-O-SCOPE Stencil Scope, Rex-Rotary Distributing Corp.
REX-ROTARY Stencil Duplicator, Rex-Rotary Distributing Corp.
REX-ROTARY M2 Hand Operated Stencil Duplicator, Bohn Duplicator Corp.
REYBURN Tags, Seals and Pin Tickets, Reyburn Mfg. Co.
REYNOCO Salesbooks and Safety Papers, The Reynolds & Reynolds Co.
REZ-N-GLUE Vinyl-Base Cement, Schwartz Chemical Co.
RIBBON-PAD Adhesive Coated Discs and Pads, Polar Mfg. Co.
RICO Fountain Brushes and Inks, Robinson International Corp.
RIGIDPOINT Mechanical Pencils, Columbia Pencil Co., Inc.
RIGID-STAK Steel Transfer Files, Herring-Hall-Marvin Safe Co.
RIJADOR Smoking Stands, Smokador Mfg. Co., Inc.
RING Paper Clips, Noesting Pin Ticket Co., Inc.
RING Paper Clips, Oakville Co.
RING BIND Voucher Books, Shelby Salesbook Co.
RING-BOUND Binding Mechanism, National Blank Book Co.
RINGFOLIO Zipper Ring Binders, National Blank Book Co.
RINGLINE Notebooks, Tablets and Pads, Kurtz Bros.
RINGMASTER Binders, Vevier Loose Leaf Co.
RING-O-PAC Visible Binder Protectors, Cooks', Inc.
RITCHIE Typewriter Cushions, W. H. Ritchie Co.
RITE LIGHT Desk Pads, Polar Mfg. Co.
RITE-A-WAY Poster Inks, Ruxton Products, Inc.
RITE-COPY Liquid Duplicator Supplies, Wolber Duplicator & Supply Co.
RITE-CRAFT Fountain Pens and Mechanical Pencils, Rite-Craft Co.
RITE-FIT Chair Cushions, Bainbridge, Kimpton & Haupt, Inc.
RITEFORM Posture Chairs, Riteform Chair Co., Inc.
RITE-HANDI Telephone Pencil, Pencraft, Inc.
RITE-HEAR Telephone Memo Pads, Rite-Hear Phone Pad Co.
RITE-HITE Posture Chairs and Stools, Dependable Mfg. Co.
RITE-KING Ball-Point Pens, Ritepoint Co.
RITE-LINE Copyholders, Rite-Line Corp.
RITE-O Ball Pens, Pencils, Thumb Tacks, Rite-O, Inc.
RITE-ON-ALL Marking Crayons, Art Crayon Co., Inc.
RITEPOINT Mechanical Pencils and Ball Pens, Ritepoint Co.
RITE-SPOT Cabinets and Files, Gordon L. Hall Co.
RITE-TYPE Carbon Forms, Miami Systems Corp.
RITEWELL Black Checking Crayons, Walbuck Crayon Co.
RITE-WELL School Fillers, Rubin's Corp.
RIVAL Letter Files, Acme Letter File Corp.
RIVAL Second Sheets, Processed Papers
RIVAL X Ledger Outfits and Binders, Stationers Loose Leaf Co.
RIVERSIDE Binders, The Federbush Co., Inc.
ROBARCO Typewriter Paper, Rockwell-Barnes Co.
ROBBINS & MYERS Electric Fans, Robbins & Myers, Inc.
ROBERTS Numbering Machines and Inks, Roberts Numbering Machine Co.
ROBERTSON'S Floor Waxes, Metal Polishes and Disinfectants, Theo. B. Robertson Products Co., Inc.
ROBIN HOOD Water Colors, Art Crayon Co., Inc.
ROBINSON REMINDERS Memo Devices, Robinson Reminders
ROBINSONIAN Interest Tables, The Twentieth Century Co.
ROBO-AUXILIARIES Automatic Typewriter, Robotyper Corp.
ROBOT Staples, Markwell Mfg. Co., Inc.
ROBO-TANDEM-TYPER Multi-Typewriter Mechanisms, Robotyper Corp.
ROBOTESTERS Testing Machines, Robotyper Corp.
ROBOTYPER Automatic Typewriters, Robotyper Corp.
ROCHESTER Filing Supplies, Yawman and Erbe Mfg. Co.
ROCK-A-FILE Filing Cabinets, Rockwell-Barnes Co.
ROCKBARNES Blotting Papers, Typewriter Paper, Rockwell-Barnes Co.
ROCK-ELITE Desk Trays, Rockwell-Barnes Co.
ROCKET Carbon Paper, Allied Carbon & Ribbon Mfg. Corp.
ROCKET Marginally Punched Cards, Charles R. Hadley Co.
ROCKET Portable Typewriter, Paillard Products, Inc.
ROCKET Stamp Pads, Inks, Ranger Products Co.
ROCKET Utility Desk, Orna-Metal Products Co.
ROCKET PENCIL Payroll System Carbon, Allied Carbon & Ribbon Mfg. Corp.
ROCK-IT Upholstered Chairs, Niemann, Inc.
ROCKWEAVE Blotting Papers, Rockwell-Barnes Co.
RODNEY Sectional Sofas, Carlton-Surrey, Inc.
ROGERS Letter Holders, W. T. Rogers Co.
ROGERSPIN Ash Tray, Rogers Imports, Inc.
ROL-DEX Filing Equipment, Rol-Dex Div., Watson Mfg. Co.
ROLL POINT Ball Point Pens, Welty Pen & Repair Co.
ROL-LABELS Continuous Labels, Oxford Filing Supply Co.

◄ SEE PAGES 4 TO 20 FOR ADDRESSES OF MANUFACTURERS AND SUPPLIERS ►

ROLL-A-LINER Parallel Rolling Ruler, Pettersen Mfg. Co.
ROLL-A-MATIC Typewriter Label Attachments, Roll-A-Matic Label Co. Inc.
ROLL-AWAY Table and Utility Trucks, James P. Luxem Co.
ROLLER-LOK Catalog Binders, Buchan Loose Leaf Records Co.
ROLLFILE Map and Plan Files, Ross-Martin Co.
ROLLIT Ball-Point Pens, Diversey Machine Works
ROLL-LIFE Platen Renewer, C. H. Miller Co.
ROLL-N-STOR Skid Trucks, Hamilton Caster & Mfg. Co.
ROLL-ON-SEALER Tape Dispenser, Mid-States Gummed Paper Co.
ROLL-O-PAK Continuous Form Carbon Paper Packs, Standard Manifold Co.
ROLODEX Rotary Card Index File, Zephyr American Corp.
ROL-RIM Paper Cups, Solo Cup Co.
ROL-RITE Ball-Point Pens, The Ball Pen Co.
ROL-TOP-TIP Filing Guides, Filing Equipment Bureau, Inc.
ROL-TOWLS Paper Towels, Bay West Paper Co.
RONCOR Pencils, Richard Best Pencil Co.
RONEO Stencil Duplicator, Addo Machine Co., Inc.
ROOCO Duplicating Inks, H. D. Roosen Co., Inc.
ROOKY Pencils, General Pencil Co.
ROOVERS Corporation Seal Presses, Roovers Bros., Inc.
ROPEMANILA Filing and Legal Envelopes, Quality Park Envelope Co.
ROPTEX Coin Envelopes, Western States Envelope Co.
ROPTEX Vertical File Folders, The Kay-Dee Co.
ROSE Ribbons, Carbons and Duplicating Supplies, Rose Ribbon & Carbon Mfg. Co., Inc.
ROSE RED Colored Pencils, American Pencil Co.
ROSLYN Bristol Board, Nobema Products Corp.
ROSWELL Stencil Duplicator, Post-O-Graf Mfg. Co.
ROTA-FILE Rotary Files, Wassell Organization, Inc.
ROTA-RAK Revolving Top Costumer, Tubecrafters Sales Division
ROTARIAN Plastic Desk Trays, Art Steel Sales Corp.
ROTARY Fountain Pens, Rotary Pen Co.
ROTARY-RECORD Files and Desk Trays, Herring-Hall-Marvin Safe Co.
ROTO-CLIP Plastic Paper Clip, Quick Point Pencil Co.
ROTO-COSTUMER Metal Costumers, L. E. Scott Co.
ROTOFILE Filing Cabinets, Veet Industries
ROTOGRAPH Steel Pens, Eagle Pencil Co.
ROTOR-FILE Horizontal Rotating Files, Wassell Organization, Inc.
ROTO-SHO Electric Turntables, General Die & Stamping Co.
ROTOSPEED Duplicators, Dayton Typewriter Co.
ROTO-TABLE Display Tables, Roto-Table Co.
ROUGE Pencil Erasers, Eberhard Faber Pencil Co.
ROUND CORNER Pencils, Richard Best Pencil Co. Inc.
ROUND GILT Pencils, Eberhard Faber Pencil Co.
ROWLES Blackboard Erasers and Crayons, E. W. A. Rowles Co.
ROXY Ball-Point Pens, Morrison Fountain Pen Co.
ROY ROGERS Ball Pens, Flo-Ball Pen Corp.
ROYAL Autographic Register Forms, Royal Register Co.
ROYAL Blank Books and Loose Leaf Devices, S. E. & M. Vernon, Inc.
ROYAL Fountain Pens, Rotary Pen Co.
ROYAL Index Tabs, Sheet Protectors, Celluloid Envelopes and Card Guides, Royal Index Tab Co.
ROYAL Inkstands, Bainbridge, Kimpton & Haupt, Inc.
ROYAL Office Chair Cushions, Royal Cushion Co., Inc.
ROYAL Paste, F. Weber Co.
ROYAL Pen or Pencil Clips, Argus Mfg. Co.
ROYAL Pens and Pencils, Modern Pen Mfg. Co., Inc.
ROYAL Typewriters, Royal Typewriter Co., Inc.
ROYAL Sealers, Lipton Mfg. Co., Inc.
ROYAL Steel Furniture, Royal Metal Mfg. Co.
ROYAL ANTIQUE Boxed Writing Papers, White & Wyckoff Mfg. Co.
ROYAL BLUE Inks, Sanford Ink Co.
ROYAL BLUE Stencils, Heyer Corp.
ROYAL CROWN Mucilage, Sanford Ink Co.
ROYAL SCOT Pencils, Richard Best Pencil Co., Inc.
ROYAL WORCESTER Enameled Blotting Papers, Standard Paper Mfg. Co.
ROYALCHROME Metal Office Furniture, Royal Metal Mfg. Co.
ROYALANCE Electricians' Slide Rules, Keuffel & Esser Co.
ROYALSTEEL Square Tube Metal Furniture, Royal Metal Mfg. Co.
ROYTYPE Ribbons, Carbons and Type Cleaners, Royal Typewriter Co., Inc.
RUBACORE Paper Wrapped Typewriter Erasers, Joseph Dixon Crucible Co.
RUBBER HEAD Pencil Erasers, American Pencil Co.
RUBBERGRIP Rubber Cement, B B Chemical Co.
RUBBERLIKE Floor Runners, Bird & Son
RUBBERMARX Rubber Marking Crayons, Walbuck Crayon Co.
RUBBER-SAN Cleaning Compounds, Huntington Laboratories, Inc.
RUBCO Commercial Stationery, Columnar Pads, Subject Dividers, Rubin's Corp.
RUBENS CRAYOLA Crayons, Binney & Smith Co.
RUBERLYKE PLASTIC FONEHOLDER Telephone Holders, Reyam Plastic Products Co.
RUBKLEEN Erasers, Eberhard Faber Pencil Co.
RUB-R-BOND Rubber Cement, Industrial Latex Co.
RUB-R-VIVE Platen Renewer and Type Cleaner, Schwartz Chemical Co.
RUBSTICK Rubber Cement, Cardinell Corp.
RUBY Erasers and Indelible Pencils, Eberhard Faber Pencil Co.
RUBY Ledger Binders, Wilson Jones Co.
RUBY TIP Eraser Tip, Eberhard Faber Pencil Co.
RUDCO Duplicators and Supplies, Autocopy, Inc.
RUDOR Price Card Holders, Alarm Tills and Paper Cups, Rudolf Orthwine Corp.
RUFBAK Chair Mats, L. M. Bickett Co.
RUGGED Invoice Books, Weis Mfg. Co.
RUHL Artists' Supplies, Favor, Ruhl & Co.
RUNNING SQUIRREL Artists' Brushes, Nobema Products Corp.
RUN-RITE Casters, Hamilton Caster & Mfg. Co.
RUSH-FYBRGLASS Typewriter Erasers, The Eraser Co., Inc.
RUSSELL Mechanical Pencils, Russell Pencil Corp.
RUSSET Rubber Erasers, Weldon Roberts Rubber Co.
RUX-TONE Inks, Adhesives and Artists' Supplies, Ruxton Products, Inc.
RWAY Overtime Calculators, Rway Div.
RYCO Tape Sealers, Seymour Products Co.
RYTOFF Ink Eradicators, The Carter's Ink Co.

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S & A Thermometers and Magnifying Glasses, Swift & Anderson, Inc.
S.A.P. Posting Trays, Le Febure Corp.
SC-BAC Binders, Elbe File & Binder Co., Inc.
S & D Loose Leaf Binders, Charles R. Hadley Co.
S.G.A. Numbering Machines, S. G. Adams Co.
S-H Sheet Holders, Elbe File & Binder Co., Inc.
S-K Payroll Systems and Tax Tables, S-K Forms Co.
S. S. Rubber Cement, S. S. Artist Materials, Inc.
SLA-BAC Binders, Elbe File & Binder Co., Inc.
S-O Ledger Binders, Stationers Loose Leaf Co.
S.O.S. Casters, Phoenix Caster Co., Inc.
SABLE Carbon Papers, Duplicating Inks, Old Town Corporation
SAFE-CABINET Insulated Storage Files, Remington Rand Inc.
SAFEDESK Insulated Storage Desks, Remington Rand Inc.
SAFEDGE Paper Drinking Cups, Eastern Tablet Corp.
SAFE-FILE Insulated Cabinets, Remington Rand Inc.
SAFE-FLEX Rubber-Bladed Electric Fans, Samson United Corp.
SAFEGUARD Checkwriters and Humidifiers, Safeguard Corp.
SAFEGUARD Personal Files, Globe-Wernicke Co.
SAFEGUARD Reservoir Desk Pen Sets, W. A. Sheaffer Pen Co.
SAFE-HED Steel Stamps, James H. Matthews & Co.
SAFE-KARDEX Visible Record Files, Remington Rand Inc.
SAFE-KEY Keycases, Enger-Kress Co.
SAFE-TEE Steel Folding Chairs, Ionia Mfg. Co.
SAFETEX Gummed Tapes, Central Paper Co.
SAFETSEAL Mailing Envelopes, Alvah Bushnell Co.
SAFE-T-SET Dip Pen Desk Sets, Bert M. Morris Co.
SAFE-T-STAK Steel Storage Files, Diebold, Inc.
SAFETTE Personal Files, Maso Steel Products
SAFE-T-VAULT Fire Resistant Box, Goodfrend Metal Products Co.
SAFETY INKBALL Dip-pen Desk Sets, Pagewriter Pen Co.
SAFETY MAILER Express Envelopes, Tension Envelope Corp.
SAFETY OVERLAP Mailing Envelopes, Alvah Bushnell Co.
SAFETY-TIP Lamps, General Lamps Mfg. Corp.
SAFEX Glass Ash Trays, Safex Co., Inc.
SAF-KEEP Claim Check Envelopes, Northern States Envelope Co.
SAF-T-CUT Cutter, Apsco Products, Inc.
SAF-T-HED Thumb Tacks, American Tack Co., Inc.
SAF-T SPINDLE Stick Files, Modern Desk Pad Mfg. Co.
ST. CLAIR Carbon Paper, Buckeye Ribbon & Carbon Co.
SALES BOND Ring Book Fillers, McMillan Book Co.
SALES BUILDER Presentation Case, Winfield Mfg. Co.
SALISBURY Tags and Pinless Slip-on Tickets, Salisbury Mfg. Co.
SALSBURY HANDY ROLL Dispensers, Salsbury Corp.
SALVAGE KRAFT Obliterating Colors, Floquil Products, Inc.
SAMAS Punched Card Equipment, Samas Punched Card Div.
SAMCO Advertising Specialties, Sanders Mfg. Co.
SAMSON Expanding Files, Wilson Jones Co.
SAMSON Folding Chairs and Tables, Shwayder Bros., Inc.
SAMSON Hand Punches, Bates Mfg. Co.
SAMSON Office and Directors' Tables, Mutschler Bros. Co.
SAMSON SAFE-FLEX Electric Fans, Samson United Corp.
SAMSONITE Luggage, Shwayder Bros., Inc.
SANA-GLOW Furniture Polish, Huntington Laboratories, Inc.
SANA-LATHER Liquid Soap Dispensers, Huntington Laboratories, Inc.
SANA-PORCE Porcelain Cleaner, Huntington Laboratories, Inc.
SANETTE Waste Receivers, Master Metal Products, Inc.
SANFORD'S Inks and Adhesives, Sanford Ink Co.
SANGUIN Chalk Sketching Pencils, Eberhard Faber Pencil Co.
SANGUINE Pencils, Leads and Color Sticks, Koh-I-Noor Pencil Co., Inc.
SANIDAIRE Humidifiers, United States Air Conditioning Corp.
SANI-PHONE Telephone Cleaners, Sanford Ink Co.
SANI-SMOKER Smoking Stand, Chicago Metallic Mfg. Co.
SANITOUCH Moisteners, Sengbusch Self-Closing Inkstand Co.
SANRITE School Chalks, National Crayon Co.
SAPHIR Pencils, A. W. Faber-Castell Pencil Co.
SAPPHIRE Combination Pen and Pencil, Quick Point Pencil Co.
SAPPHIRE Indelible Pencils, Eberhard Faber Pencil Co.
SARGENT Chalks, Crayons and Water Colors, Art Crayon Co., Inc.
SATIN FINISH Ribbons and Carbons, A. P. Little, Inc.
SAVASORT Sorting Devices, Savasort Co.
SAXMAYER Bundle Tying Machines, National Bundle Tyer Co.
SCALE QUEEN Postal Scales, Thompson Tool & Mfg. Co.
SCEPTER Pencils, Reliance Pencil Corp.
SCHEDULE-A-DATE Desk Calendars, Schedule-A-Date Calendar Co.
SCHERMACK Postage Stamp Vending Machine, Schermack Products Corp.
SCHLEGEL Pull Fasteners, Schlegel Mfg. Co.
SCHLINK Progress Chart Sheets, Codex Book Co., Inc.
SCHOLASTIC Steel Pens, Eagle Pencil Co.
SCHOLASTIC MODERN Teachers' Desks, Jasper Industries, Inc.
SCHOOL Drawing Tablets, American Pad & Paper Co.
SCHOOL Penholders, Eberhard Faber Pencil Co.
SCHOOL ART Drawing Tables and Water Colors, F. Weber Co.
SCHOOL CRAYON Colored Pencils, American Pencil Co.
SCHOOL GLUEY Paste, Commercial Paste Co.
SCHOOL SERIES Pencils, Richard Best Pencil Co., Inc.
SCHOOL STREET Pencil Boxes, Dennison Mfg. Co.
SCHOOLMASTER Ring Binders, Shank Leather Goods Co.
SCHOOLROOM Pencils, Blaisdell Pencil Co.
SCHWAB Safes, Schwab Safe Co.
SCIENTIFIC PENCILS, American Pencil Co.
SCIENTIFIC Stamp Pads and Inks, Wm. A. Force & Co., Inc.
SCOT Leather Goods, Wilson Mfg. Co., Inc.
SCOTCH Cellulose Tape, Minnesota Mining & Mfg. Co.
SCOTCHIE Pencil Lengthener, Brushmakers, Inc.
SCOTTIE Electric Envelope Openers, Arnold MacKenzie, Inc.
SCOTTIE File Fasteners, Remington Rand Inc.
SCOTTOWELS Paper Towels, Scott Paper Co.
SCOTTY Carbon Paper, Allied Carbon & Ribbon Mfg. Corp.
SCOUT Perpetual Calendars, Finch & McCullough
SCOUT Staplers and Staples, Ace Fastener Corp.
SCRATCHLESS Ledger Binders, Stationers Loose Leaf Co.
SCRIBBLER Pencils, American Pencil Co.
SCRIBE Fountain Pens, Flo-Ball Pen Corp.
SCRIBE Pencils, General Pencil Co.
SCRIPTETTE Mechanical Pencils, Scripto, Inc.
SCRIPTIC Mimeograph Papers, Champion Paper & Fibre Co.
SCRIPTO Mechanical Pencils and Fountain Pens, Scripto, Inc.
SCRIPTOGRAPH Spirit Addressing Machine, Scriptomatic, Inc.
SCRIPTOMATIC Spirit Addressing Machine, Scriptomatic, Inc.
SCRIPWOVE Mimeo Papers, Rockwell-Barnes Co.
SCRUJAK Adjustable Glides, Adjustable Caster Co.
SCRUSWIV Adjustable Casters, Adjustable Caster Co.
SEA FOAM Bond Papers, Brownville Paper Co.
SEAGRASS Sponges, Schroeder & Tremayne, Inc.
SEALED SPOT Carbonized Forms, Charles R. Hadley Co.
SEAL-O-SAN Floor Finishes and Enamels, Huntington Laboratories, Inc.
SEALWELL Mailing Envelopes, Ames Safety Envelope Co.

SEAMAN Pencils, National Pencil Co.
SEAWOOL Sponges, Schroeder & Tremayne, Inc.
SECO Ash Trays, The Seymour Conover Co.
SECO Indexes, Security Steel Equipment Corp.
SECOLITE T-Squares, Mayline Co., Inc.
SECOND YEAR Pencils, Blaisdell Pencil Co.
SECRETARIAL Typewriter Ribbons, Smith-Corona Inc.
SECRETARY Dictating & Transcribing Machine, Wireway Corp. of America
SECRETARY Pencils, Joseph Dixon Crucible Co.
SECTIONITER Loose Leaf Catalog Binders, Wilson Jones Co.
SECT-O-DESK Steel Desks, Sect-O-Desk Sales Corp.
SECURITY Carbon Papers, The Carter's Ink Co.
SECURITY Mucilage, Thaddeus Davids Ink Co., Inc.
SECURITY Office Furniture, Security Steel Equipment Corp.
SECURITY Mail Bags, Mail Bag Holders, Can-Pro Corp.
SECURITY Pencil Clips, L. D. Van Valkenburg Co.
SECURITY CERTIFIER Check Certifier, Security Certifier Co.
SECURITY CRESTLINE Office Desks and Tables, Security Steel Equipment Corp.
SECURO-HANDY Desk Files, Josephson Mfg. Corp.
SED-ONO Ink Bars, American Crayon Co.
SEIBER Punches, Challenge Machinery Co.
SELCO Sectional Post Binders, Stationers Loose Leaf Co.
SELCO LINE Filing Supplies, Sell Corp.
SELECT-A-LINE Copyholders, Select-A-Line Co.
SELECTOFILE Rotary Card File, Selectofile Co.
SELECT-O-PHONE Intercommunication Systems, Kellogg Switchboard & Supply Co.
SELF-CLOSING Inkstands, Sengbusch Self-Closing Inkstand Co.
SELF-GUIDE Tab Card Indexing Equipment, Wassell Organization, Inc.
SELF WINDING Office Clocks, Self Winding Clock Co., Inc.
SELF-REVISING Globes, The George F. Cram Co., Inc.
SELF-SEAL Envelopes, U. S. Envelope Co.
SELF-SERVE Post Card and Magazine Racks, Davis Metal Fixture Co.
SELKRAFT Angle-Tab Folders, Sell Corp.
SEL-TAB Index Guides, Sell Corp.
SEL-TEX Filing Folders, Sell Corp.
SEMAPHORE Leads, Eagle Pencil Co.
SEMI-CONTOUR Maps, Weber Costello Co.
SEMI-HEX Pencils, General Pencil Co.
SEMI-SLANT Steel Pens, C. Howard Hunt Pen Co.
SEN Hand Cleanser, Potomac Products Corp.
SENATOR Copying Pencils, American Pencil Co.
SENATOR Walnut Rocker Blotters, Finch & McCullough
SENCO Rulers, Seneca Novelty Co., Inc.
SENG Corner Irons and Braces, The Seng Company
SENGBUSCH Inkstands and Desk Sets, Sengbusch Self-Closing Inkstand Co.
SENGLIDE Typewriter Desk Devices, The Seng Company
SENIOR Ball Pens, Flo-Ball Pen Corp.
SENIOR Gummed Tape Dispenser Lipton Mfg. Co., Inc.
SENIOR EXECUTIVE Wood Office Furniture, Executive Furniture, Inc.
SENTINEL Duplicator Paper, Fay Paper Products, Inc.
SENTINEL Fountain Pens, W. A. Sheaffer Pen Co.
SENTINEL Posture Chairs, Domore Chair Co., Inc.
SENTRY Rubber Erasers, Weldon Roberts Rubber Co.
SENTRY Safes, Brush-Punnett Co.
SEPOY Pencils, Reliance Pencil Corp.
SEPT-O-SOAP Antiseptic Hand Soap, Theo. B. Robertson Products Co., Inc.
SERGEANT Pencils, Joseph Dixon Crucible Co.
SERIALLY NUMBERED AUTOGRAPHS, Serially Numbered Metal Name Plates, Metalcraft, Inc.
SERIES Pencils, Wallace Pencil Co.
SERIES A Artists' Brushes, Craftint Mfg. Co.
SEROLITE Desk Pen Sets and Lamps, The Serolite Co.
SERT-I-FILES Record Files, All-Steel Equipment Inc.
SERVADOR Smoking Stands, Smokador Mfg. Co., Inc.
SERVICE Blackboards, Chair Mats, Clipboards, Desk Pads, Wall Panels and Lapboards, Service Products Div.
SERVICE Daters and Numberers, Fulton Marking Equipment Co.
SERVICE Tablets and Pads, L. Hyman & Sons
SERVICE Wood Office Furniture, Hoosier Desk Co.
SERVICE LINE Wood Office Furniture, The Leopold Co.
SERVICE STEEL Shelving, Counters and Showcases, Service Steel Products Corp.
SERV-MOR Wardrobe Racks, Appliance Products Co.
SERVO Fountain Pens, Welty Pen & Repair Co.
SERVOL-TYPE Embossing Machine Type, Olsen Mark Corp.
SERV-U Posting Trays, Le Febure Corp.
SERVUS-TABLE Circulators, Kisco Co., Inc.
SERV-WEL Clipboards, Scratch Pads and Mimeo Papers, Rockwell-Barnes Co.
SESSIONS Office Clocks, Sessions Clock Co.
SETH THOMAS Clocks, Seth Thomas Clocks
SETTEN Punch, Spencerian Pen Co., Inc.
SHAD-O-RUG Rubber Floor Runners, American Floor Products Co.
SHADOW STRIPE Social Stationery, Montag Bros.
SHALLCROSS Ribbons and Carbons, Inks and Duplicator Supplies, Shallcross Co., Inc.
SHANNON Files and Filing Supplies, Yawman and Erbe Mfg. Co.
SHARPIE Pocket Pencil Sharpeners, Aalton Mfg. Co.
SHAW Bound Blank Books, Wilson Jones Co.
SHAW Finger Paints, Binney & Smith Co.
SHAW-WALKER Files, Filing Systems, Safes and Office Furniture, Shaw-Walker Co.
SHEAFFER Fountain Pens and Mechanical Pencils, W. A. Sheaffer Pen Co.
SHEER SPUN Boxed Writing Papers, White & Wyckoff Mfg. Co.
SHEERLITE Social Stationery, Montag Bros.
SHEFFIELD Daters, Bankers and Merchants, Inc.
SHELBYTRIP Salesbooks, Shelby Salesbook Co.
SHELF-RAK Shelving, Jayem Sales Corp.
SHELITHO Lithographed Forms, Shelby Salesbook Co.
SHELV-A-FILE Vertical Files, Virginia Metal Products, Inc.
SHEPARD NULITE Fluorescent Desk and Floor Lamps, Shepard Engineering Co.
SHEPCO Envelopes, Sheppard Envelope Co.
SHEPCO KLASP Envelopes, Sheppard Envelope Co.
SHIF-DEX Visible Record Binders, Cabinets and Posting Tables, Wilson Jones Co.
SHIVA Artists' Colors, Morilla Co., Inc.
SHOOTING STAR Stencils and Duplicating Inks, American Stencil Mfg. Co.
SHOPROBE Wardrobe Units, Lyon Metal Products, Inc.
SHORTHANDY Pencils, Eagle Pencil Co.
SHORT-POINT Thumb Tacks, Hampden Mfg. Co., Inc.
SHORT-TRIPPER Traveling Bags, Charles Doppelt & Co.
SHOWMASTER Showcard Brushes, Brushmakers, Inc.
SHRED ALL Paper Shredders, Universal Shredder Co.
SHREDMASTER Paper Shredding Machine, Shredmaster Corp.
SHREDOMATIC Paper Shredders, Lee & Henry Mfg. Co.
SHUMAN Labels, Frank G. Shuman Co.
SHURFLAT Carbon Papers, F. S. Webster Co.
SHUR-LOCK County Record Binders, Wilson Jones Co.
SICO Folding Leg Tables, Seating, Inc.
SIDE-KICK Magnetic Memos, American Binder Co., Inc.
SIEBER Loose Leaf Binders, Vevier Loose Leaf Co.
SIGHT-LIGHT Desk Lamps, M. G. Wheeler Co., Inc.
SIGHTLY Copy Racks, The Franklin Table Co.
SIGHT-SAVER Columnar Pads and Accounting Forms, Master-Craft Corp.
SIGNAGRAPH Signature Machines, Signature Co.
SIGNAGRAPH, JR. Check Signers, Waterman Pen Co., Inc.
SIGNAL Electric Fans, Signal Electric Mfg. Co.
SIGNALIZER Visual Follow-up Control, Bowman Specialty Co.
SIGNAL-LETTER-BALANCE Carbon Paper, Kraus Ribbon & Carbon Co.
SIGNALOK Visible Equipment, Wassell Organization, Inc.
SIGNATURES Metal Name Plates, Metalcraft, Inc.
SIGNET Embossers, Franklin Mfg. Corp.
SIGNMAKER Letter and Number Decal Transfers, Duro Decal Co., Inc.
SIGN-MAKER Pressure-Sensitive Letter Kits, Topflight Tape Co.
SIGN-O-METER Check Signers, The Hedman Co.
SIGN-X Correspondence Organizer, Arch K. Ansty Co.
SIKES Leather-Upholstered Furniture, The Sikes Co., Inc.
SILENT GIANT School Desks, Arlington Seating Co.
SILENT SENTRY Typewriter Bases, Business Machine Products, Inc.
SILENTPADS Typewriter Pads, Dr. Scat Chemical Co.
SILGLO Polishing Cloths, Blake Industries.
SILICATE NOISELESS Blackboard Erasers, N. Y. Silicate Book Slate Co.
SILK Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
SILK GAUZE Ribbons and Carbons, Columbia Ribbon & Carbon Mfg. Co., Inc.
SILK SPUN Ribbons and Carbons, Mittag & Volger, Inc.
SILK STAR Office Machine Ribbons, F. S. Webster Co.
SILK TOP Ink Pads, The Irwin-Hodson Co.
SILVER Typewriter Ribbons, Kee Lox Mfg. Co., Inc.
SILVER BOND Carbon Papers, Kee Lox Mfg Co., Inc.
SILVER COMET Pencil Sharpener, C. Howard Hunt Pen Co.
SILVER CREST Bronze Desk Accessories, Smith Metal Arts Co., Inc.
SILVER EAGLE Carbon Papers, U. S. Carbon & Ribbon Mfg. Co., Inc.
SILVER EXECUTIVE Paper Shredder, Industrial Shredder & Cutter Co.
SILVER METAL Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
SILVER STAR Loose Leaf Fillers, Hano Paper Co., Inc.
SILVER-TIPT Pin Tickets, Dancyger Mfg. Co.
SILVER-CHROME Pen and Pencil Sets, Morrison Fountain Pen Co.
SILVERINE Pens, C. Howard Hunt Pen Co.
SILVERMARK Stamp Inks, The Irwin-Hodson Co.
SILVER-STRIPE Binders, Master-Craft Corp.
SILVERTONE Envelopes, Standard Envelope Mfg. Co.
SIMCEL Roll Leaf, Simplex Gold Stamping Press Co.
SIMON Catalog Binders, Telephone Book Covers, Simon Products Co.
SIMPLAFIND Card Finding System, Simpla Research and Mfg. Co., Inc.
SIMPLEX Account Files, Modern Account System Co.
SIMPLEX Blackboard Erasers and Bulletin Boards, Beckley-Cardy Co.
SIMPLEX Bookkeeping Systems, Wilson Jones Co.
SIMPLEX Business Record Books, National Blank Book Co.
SIMPLEX Electric Time Stamps, Simplex Time Recorder Co.
SIMPLEX Gold Stamping Presses, Simplex Gold Stamping Press Co.
SIMPLEX Machine Accounting Trays, National Blank Book Co.
SIMPLEX Magazine Binder, The C. E. Sheppard Co.
SIMPLEX Mailing Tubes, Ames Safety Envelope Co.
SIMPLEX Master Units, Buckeye Ribbon & Carbon Co.
SIMPLEX Paper Clips, Noesting Pin Ticket Co., Inc.
SIMPLEX Prong Binders, Stationers Loose Leaf Co.
SIMPLEX Rulers, Westcott Rule Co., Inc.
SIMPLEX Sorters, The Rate Service Bureau
SIMPLEX Tape Sealing Machines, Better Packages, Inc.
SIMPLO-GRAPH Bookkeeping Systems, Charles R. Hadley Co.
SINCRO-TILT Chair Irons, The Seng Company
SINGLEX Erasers, Eberhard Faber Pencil Co.
SIOUX CHIEF Soap Rubber Erasers, Weldon Roberts Rubber Co.
SIT-RITE Industrial Chairs, School Desks, National School Equipment Co.
SITTING PRETTY Office Chair Cushions, Comfort Cushion Co., Inc.
SKETCHING Pencils, General Pencil Co., Inc.
SKIN MARKING Pencils, Blaisdell Pencil Co.
SKIN-GARD Skin Protective Cream, Magnus Chemical Co., Inc.
SKIPPER Typewriter Ribbons, Allied Carbon & Ribbon Mfg. Corp.
SKRATCH Polish, General Cement Mfg. Co.
SKRIP Fountain Pen Inks, W. A. Sheaffer Pen Co.
SKUM-X Drafting Dusting Powder, Eugene Dietzgen Co.
SKY-HY Prong Fasteners, Speed Products Co., Inc.
SKYLARK Fountain Pens, Rotary Pen Co.
SKYLINER Fountain Pens, Eversharp, Inc.
SKYLINER Metal Office Furniture, Orna Metal Products Co.
SKYLINER School Chair-Desks, Griggs Equipment Co.
SKYSCRAPER Desks, Shaw-Walker Co.
SKYTINT Colored Lead Pencils, National Pencil Co.
SKYWAY Onionskin Papers, The Lafayette Co., Inc.
SLATEBESTOS Blackboards, Beckley-Cardy Co.
SLATOPLATE Blackboards, Beckley-Cardy Co.
SLENCIL Notebooks and Memo Pads, Slencil Co.
SLICK TOP Indexed Rubber Stamps, The Irwin-Hodson Co.
SLICK-INK White Ink, Jet Mfg. Co., Inc.
SLIDE FILE Hanging Folder Frames, Home-O-Nize Co.
SLIDEDEX Visible Indexes, Acme Visible Records, Inc.
SLIDE-LOCK Ring Books, McMillan Book Co.
SLIDE-OFF Decalcomanias, Palm Bros. Decalcomania Co.
SLID-O-MATIC Disappearing Top of Guide-O-File, Guide System & Supply Co.
SLIM Memo Pad with Pencil, Ehlbert Products
SLIM STYLE Ball Pen, David Kahn, Inc.
SLIM-JIM Metal Utility Cabinets, Stansteel Corp.
S-LINE Postal Scales, Pelouze Mfg. Co.
SLIP-ON Label Holders, Office Products, Inc.
SLOT-LOK Post Binders, Elbe File & Binder Co., Inc.
SLOTLOCK Sectional Post Binders, The Federbush Co., Inc.
SMAL-POINT Eraser, Gits Molding Co.
SMEAD Envelopes and Filing Supplies, Smead Mfg. Co., Inc.
SMEADFIBRE Folders and Guides, Smead Mfg. Co., Inc.
SMILEMASTER Posture Chairs, Sturgis Posture Chair Co.
SMITHCO Payroll and Loose Leaf Forms, W. Ray Smith Co.
SMITH-CORONA Typewriters and Adding Machines, Smith-Corona Inc.
SMITHCRAFTED Leatherette Albums, Waste Baskets, Letter Trays, Desk Sets and Scrap Books, S. K. Smith Co.
SMITH'S Index Tabs and Signals, Charles C. Smith, Inc.
SMITH'S 20th Century Interest Tables, The Twentieth Century Co.
SMITHSIG Adjustable Signals, Charles C. Smith, Inc.
SMITHSONIAN Numberers, R. H. Smith Mfg. Co.
SMOKADOR Rocking Smoker's Stand, Smokador Mfg. Co., Inc.
SMOKEMASTER Smoking Stands, Russakov Can Co.
SMOKERACK Smoker and Magazine Rack, Smo-King Products, Inc.
SMOKER'S URN Smoking Stands, Sandless Urns, Aget Mfg. Co.
SMO-KING Sand Urns, Smoking Stands, Smo-King Products, Inc.
SMOKY SUMAC Billfolds, Enger-Kress Co.
SMOOTH STROKE Lettering Pens, Bridgeport Pen Co.
SMOOTHIE Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
SMOOTH-POINT Fountain Pens and Pencils, Reliable Pen & Pencil Co.
SNAP Binders, Elbe File & Binder Co., Inc.
SNAP ERASER Typewriter Erasers, Allen & Co.
SNAPAK Brief Cases, Schell Leather Goods Co.

SNAP-A-PART Forms and Holders, Philip Hano Co., Inc.
SNAP-ER SETS One-Time Carbon Forms, Ersco
SNAP-I-SET One-time Carbon Forms, General Multi Forms Sales Co.
SNAP-IT Plastic Keyholder, Quick Point Pencil Co.
SNAP-LETTER Letter Trays, Handi-Blott Co.
SNAP'N PART Carbon Interleaved Forms, Federal Business Products, Inc.
SNAPOUT Accounting Forms, Snapout Forms Co.
SNAP-PAK One-Time Carbon Units, Atlantic Register Co.
SNAPPY PACS Packaged Rubber Bands, Spencer Rubber Products Co.
SNAPSETS One-time Carbon Forms, American Business Systems
SNIP-SNAP TAB Metal Filing Tabs, Sondon Systems Corp.
SNORKEL Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
SNOWDRIFT Adhesives, Arabol Mfg. Co.
SNOW WHITE White Inks, Johnston's "Snow White" Products
SNUG FIT Stool Cushions, Sun Rubber Co.
SOCIAL Desk Organizers, Mayer Mfg. Co.
SO-EASY Ledgers, Moisteners, Paper Clasps, A. Mohler
SOFSEAT Stool Cushions, Perfect Rubber Seat Cushion Co.
SOFT MARKER Crayons, Joseph Dixon Crucible Co.
SOFTA Pencils, General Pencil Co.
SOF-TONE Acoustical Cabinets, Gates Associates
SOFTONE Analysis Pads, Yerg, Inc.
SOLAR Waste Receptacles, Solar-Sturges Mfg. Co.
SOLID GOLD Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
SOLID HEAD Thumb Tacks, American Tack Co., Inc.
SOLID KUMFORT Folding Chairs, Louis Rastetter & Sons Co.
SOLITE Onionskin Papers, L. Hyman & Sons
SOLO Paper Cups and Dispensers, Solo Cup Co.
SOLO Stamp Pads and Inks, Peerless Office Products Corp.
SOLSEAL Waterproof Tape, Gummed Tape & Devices Co.
SOLVENE Type Cleaners, Sanford Ink Co.
SOMAC Adding Machine Rolls, Southern Straw Mfg. Co.
SONOGRAPH Wire Recorder Dictating Machines, Pentron Corp.
SONOMOR Pins, Staples and Thumb Tacks, William Prym, Inc.
SOPHISTICATE Posture Chairs, Sturgis Posture Chair Co.
SORT-A-FILE Desk Organizer, Stellar Tool & Mfg. Co.
SORTERGRAF Sorting Devices, Sortergraf Co.
SORTKWIK Finger-Tip Preparation, Lee Products Co.
SORT-O-FILE Sorting Devices, Associated Industrial Designers
SORT-O-MAT Letter Sorters, Yawman and Erbe Mfg. Co.
SOUNDEX Partitions, G. R. Products, Inc.
SOUNDEX Public Record Indexes, Remington Rand Inc.
SOUNDGUARD Soundproof Desks, Globe-Wernicke Co.
SOUNDMIRROR Magnetic Tape Recorder, Brush Electronics Co.
SOUNDSCRIBER Dictating Machines, The SoundScriber Corp.
SOUND-TIPS Dictating Machine, Magnetic Recording Industries
SOUNDTROL Vibration Control Blocks, Jardin Associates, Inc.
SOUTHERN CRESCENT Copying Presses, Southern Skein & Foundry Co.
SOUTHWORTH Manifold and Typewriter Papers, Southworth Co.
SOUVENIR Advertising Pencils, Souvenir Lead Pencil Co.
SOUVENIR BOND Papers, Eaton Paper Corp.
SOVEREIGN Fountain Pens, W. A. Sheaffer Pen Co.
SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
SOVEREIGN Stencils, Speed-O-Print Corp.
SPACE MAKER Guides and Indexes, General Fireproofing Co.
SPACE-FINDER Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
SPACE-MASTER Classroom Seating, E. W. A. Rowles Co.
SPACE-MISER County Record Re-binders, Ernest Hazel, Jr.
SPACE-SAVER Guides, Shaw-Walker Co.
SPACE-SAVER Hat and Coat Rack, City Display, Inc.
SPACE-SAVER Machine Bookkeeping, Le Febure Corp.
SPACE-SAVER Record Book, McMillan Book Co.
SPACE-X-PANDERS Metal Closet Accessories, Berkeley Industries
SPAL Floor Cleaning Compound, Huntington Laboratories, Inc.
SPAN Staplers, Markwell Mfg. Co., Inc.
SPARKLENE Brushes, H. Hertzberg & Son, Inc.
SPARKLER Pencils, General Pencil Co.
SPARKLE-TYPE Type Cleaners, Sparkle-Type
SPARTAN Desk Pins, Oakville Co.
SPARTAN Electric Fans, Spartan Electric Co.
SPARTAN Wood Marking Inks, Superior Marking Equipment Co.
SPAULDING Waste Baskets and Vulcanized Fiber, Spaulding Fibre Co., Inc.
SPECIAL Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
SPECIAL BLACK Pencils, Joseph Dixon Crucible Co.
SPECIAL BRAND Carbon Papers, Miller-Bryant-Pierce
SPECIAL DISPATCH Pencils, Wallace Pencil Co.
SPECIAL DRAFTSMAN Pencil Sharpeners, Apsco Products, Inc.
SPECIALTY Payroll Envelopes, The Todd Co., Inc.
SPECTATOR Pencils, Reliance Pencil Corp.
SPEDO Drafting Instruments and Electric Trimmers, Chas. W. Speidel Co.
SPEDOLENE Tracing Papers, Chas W. Speidel & Co.
SPEED INDEX Correspondence Filing and Indexing Systems, Oxford Filing Supply Co.
SPEED KEYS Typewriter Keys, Speed Key Corp.
SPEED KING ADJUSTO Tray Binders, Le Febure Corp.
SPEED Staplers, Paper Fasteners and Erasing Shields, Speed Products Co., Inc.
SPEED WASH Fountain Brushes, Milwaukee Dustless Brush Co.
SPEEDAC Visible Record Systems, Remington Rand Inc.
SPEEDAUMAT Addressing Machines, Addressograph-Multigraph Corp.
SPEEDAWAY Steel Pens, C. Howard Hunt Pen Co.
SPEEDBALL Lettering Pens, Inks and Linoleum Cutters, C. Howard Hunt Pen Co.
SPEE-DEE Photocopy Equipment, Peck & Harvey
SPEED-DRY Duplicating Inks, American Stencil Mfg. Co.
SPEEDERASER Automatic Typewriter Erasers, Blue Robin Corp.
SPEEDEX Visible Index Systems, Le Febure Corp.
SPEED-FEED Typewriter Billing Attachment, Egry Register Co.
SPEEDICOPY Business Forms, Rediform Division, Moore Business Forms, Inc.
SPEEDIFOLD Interleaved Carbon Sets, Moore Business Forms, Inc.
SPEEDI-MATIC Perforators, American Bank Equipment Co.
SPEED-INDEX Correspondence Filing Systems, Oxford Filing Supply Co.
SPEEDISET Interleaved Carbon Forms, Moore Business Forms, Inc.
SPEEDISETS One-Time Carbon Forms, Shelby Salesbook Co.
SPEEDLINER Spirit Duplicators and Supplies, American Photocopy Equipment Co.
SPEED-MAILIT Envelope Moisteners, Derby Sealers, Inc.
SPEEDMASTER Whiteprinter, Peck & Harvey
SPEEDMATIC Tackers, Speed Products Co., Inc.
SPEED-MO Type Cleaning Kits, Dating and Numbering Stamps, Stamp Pads and Inks, Rivet-O Mfg. Co.
SPEEDO Indexes and Index Tabs, Speed Products Co., Inc.
SPEED-O-CABINET Duplicator Cabinets, Speed-O-Print Corp.
SPEED-O-FORM Carbons, Waters & Waters Branch
SPEEDOGRAPH Duplicators, Beck Duplicator Co.
SPEED-O-GRAPH Follow-Up Systems, Veet Industries
SPEED-O-LECTRIC Adding Machines, Clary Multiplier Corp.
SPEED-O-MATIC Postcard Duplicators and Supplies, Speed-O-Matic Co.
SPEED-O-MOIST Label, Letter and Stamp Moisteners, Market Services, Inc.
SPEED-O-PRINT Stencil Duplicators, Speed-O-Print Corp.
SPEED-O-SCOPE Stencil Scopes, Speed-O-Print Corp.
SPEEDO-SORT Sorters, Speedo-Sort Co.
SPEE-DOTTER Drafting Instruments, C-Thru Ruler Co.
SPEEDPOINT Staples, Speed Products Co., Inc.
SPEED-PRINTZ Gold Stamping Machines, Wilson Gold Stamping Machine Co.
SPEEDRITE Checkwriters, Hall-Welter Co.
SPEEDRY Carton Openers, Brushpens and Instant-Dry Inks, Speedry Products, Inc.
SPEED-SET Numbering Machines, American Numbering Machine Co.
SPEED-SWEEP Floor Brushes, Milwaukee Dustless Brush Co.
SPEEDTAG Price Tagging Needle, Rudolf Orthwine Corp.
SPEEDWAY File Fasteners and Pressboard Folders, Speed Products Co., Inc.
SPEEDY PRINTER Postcard Duplicator, Pekas Duplicator Co.
SPEL-BINDERS Presentation Binders, Joshua Meier Co., Inc.
SPENCER Marking Devices, S. M. Spencer Mfg. Co.
SPENCER Rubber Bands, Spencer Rubber Products Co.
SPENCERIAN Steel Pens, Spencerian Pen Co.
SPEND AND SAVE Household Budget Books, Wilson Jones Co.
SPHEROID Steel Pens, Eagle Pencil Co.
SPHINX Adhesives, Arabol Mfg. Co.
SPHINX Pens, Pencils and Sets, Non-Stop Pen & Pencil Co.
SPHINX Typewriter Paper, Saxon Paper Corp.
SPHINX Water Colors, Triangles and Drawing Tables, F. Weber Co.
SPIDERWEB Carbon Papers, A. P. Little, Inc.
SPIL-PRUF Dip Pen Desk Sets, Hamilton Industries
SPIN-A-FILE Rotary Card File, Stellar Tool & Mfg. Co.
SPINDEX Rotary Files, Business Efficiency Aids
SPINNING WHEEL Ribbons and Carbons, Mittag & Volger, Inc.
SPINNIT Paper Drills, Lassco Products, Inc.
SPIRAL Paper Cups, Solo Cup Co.
SPIRAL Wire Coil Binding, Spiral Binding Co., Inc.
SPIRALASTIC Plastic Coil Binding, Spiral Binding Co., Inc.
SPIRITCARB Duplicating Carbon Paper, Peerless-Imperial Co., Inc.
SPIRITFORM Duplicator Supplies, Spiritform Co.
SPI-ROLL Folder Labels, Smead Mfg. Co., Inc.
SPIROSETS Master Forms, F. S. Webster Co.
SPLENDOR Pencils, American Pencil Co.
SPONGEX Chair Cushions, Typewriter Pads and Sponges, Sponge Rubber Products Co.
SPOT-LIGHT Metal Furniture, Peerless Steel Equipment Co.
SPOTSEALD Adding Machine Rolls, Rockwell-Barnes Co.
SPRINGFIELD Paper Trimmers, Milton Bradley Co.
SPRINGFIELD Telephone Memo Device, Practical Products.
SPRING-GRIP Card Holders, Hampden Mfg. Co., Inc.
SPRINGMASTER Steno Chairs, Sturgis Posture Chair Co.
SPRINGTIME Onionskin Paper, Lafayette Co., Inc.
SPRYLITE Posture Chairs, Sturgis Posture Chair Co.
SQUIRES Inkwells and Ink Bottles, Squires Inkwell Co.
STABILO Lead Pencils, Swan Pencil Co., Inc.
STABOND Adhesives, American Latex Products Corp.
STA-BRITE Paper Fasteners and Numbered Tacks, Hampden Mfg. Co., Inc.
STACO Desk Pads, Desk Blotters, Letter Openers, Memo Pads and Work Organizers, Stationers Specialty Corp.
STACOR Blueprint Files and Drawing Tables, Stacor Equipment Co.
STADIA Slide Rules, Keuffel & Esser Co.
STAFFORD'S Inks and Adhesives, S. S. Stafford, Inc.
STA-FLAT Carbon Papers, Kee Lox Mfg. Co., Inc.
STA-GUIDE Vertical Filing Guides, C. L. Barkley & Co.
STAKMASTER Blue Print Files, Stacor Equipment Co.
STAKMORE Folding Furniture, Stakmore Co., Inc.
STALOK Post Binders, Stationers Loose Leaf Co.
STALWART Bond Papers, Eaton Paper Corp.
STALWART Fountain Pens, Waterman Pen Co., Inc.
STAMCO Ribbons and Carbons, Standard Manifold Co.
STAMPAC Stamp Dispensers, Salsbury Corp.
STAMPERKRAFT Rubber Stamp Moulding Racks, Superior Marking Equipment Co.
STAN-CLASP Envelopes, Standard Envelope Mfg. Co.
STANDARD Autographic Registers, The Standard Register Co.
STANDARD Blotting Papers, Standard Paper Mfg. Co.
STANDARD Bound Books and Visible Equipment, Boorum & Pease Co.
STANDARD Box Letter Files, Acme Letter File Co.
STANDARD Clock and Fire Alarm Systems, The Standard Electric Time Co.
STANDARD Desk Letter Trays, Weis Mfg. Co.
STANDARD Desks and Office Furniture, The Standard Furniture Co.
STANDARD Diaries, Memo Books, Appointment Books and Record Books, Standard Diary Co.
STANDARD Dictionaries, Funk & Wagnalls Co.
STANDARD Drafting Tables, Mayline Co., Inc.
STANDARD Duplicator Stencils, Technygraph Co.
STANDARD Fluid Duplicators and Envelope Sealers, Standard Duplicating Machines Corp.
STANDARD Folding Wood Chairs, Standard Mfg. Co.
STANDARD Hectograph Compound, Levison & Blythe Mfg. Co.
STANDARD Manifold Books, The Shelby Salesbook Co.
STANDARD Office Machine Ribbons, Snelling & Son
STANDARD Paper Clips, Noesting Pin Ticket Co., Inc.
STANDARD Posture Chairs, Sturgis Posture Chair Co.
STANDARD Rubber Stamp Handles, R. H. Smith Mfg. Co.
STANDARD Stamp Pads, Stamp Racks, Inks and Rubber Type, Consolidated Stamp Mfg. Co., Inc.
STANDARD Staplers and Staples, Arrow Fastener Co., Inc.
STANDARD Stencil Duplicators, Vari-Color Duplicator Co.
STANDARD Tape Dispensers and Labelors, Gummed Tape & Devices Co.
STANDARD Wood Bookcases, The Globe-Wernicke Co.
STANDARD Zipper Money Bags, The Bank Vault Inspection Co.
STANDARD LINE Wood Office Furniture, Executive Furniture, Inc.
STANDARD INDESTRUCTO Carbon Papers, Kee Lox Mfg. Co., Inc
STANDARD WEIGHT-40 Carbon Papers, Kee Lox Mfg. Co. Inc.
STANDARD-JOHNSON Coin Counters and Sorters, Standard-Johnson Co.
STAND-BY Copyholders, Curtis-Young Corp.
STANDEES Standing Mat., L. M. Bickett Co.
STANDMASTER Typewriter Stands, Tri-Par Mfg. Co.
STANDUCK Ring Binders, Standard Brief Case Co., Inc.
STANLEY Smoking Stands, Campbell Products Co.
STANSTEEL Wardrobes, Lockers and Shelving, Stansteel Corp.
STANWEAR School Bags, Standard Brief Case Co., Inc.
STAONAL Marking Crayons, Binney & Smith Co.
STAPLE-CHIEF Staplers, Markwell Mfg. Co., Inc.
STAPLE-DREADNOUGHT Staplers, Markwell Mfg. Co., Inc.
STAPLEFAST Staplers, Burgess Fastening Co.
STAPLE-MASTER Staplers, Markwell Mfg. Co., Inc.
STAPLE-SPAN Staplers, Markwell Mfg. Co., Inc.
STAPLETS Staples, Markwell Mfg. Co., Inc.
STAPLEX Electric Staplers, Staplex Co.
STAPL-ON Stapling Hammer, E. H. Hotchkiss Co.
STA-PLYER Staplers, Markwell Mfg. Co., Inc.
STAPUT Desk Top Stripping, Glaziers' Tool Mfg. Corp.
STAR Bank Pins, Star Pin Co.
STAR Cleaner and Polishers, Star Chemical Co., Inc.
STAR Daters and Numberers, R. A. Stewart & Co., Inc.
STAR Fountain Pens and Ink Pencils, Weidlich Pen Mfg. Co.

STAR Gummed Tape Sealers, Metal Specialties Mfg. Co.
STAR Interest Tables, Twentieth Century Co.
STAR Lead Pencils, Eberhard Faber Pencil Co.
STAR Metal Utility Cabinets, Advance Industries
STAR Paste, Sanford Ink Co.
STAR Skin Cleaner, Typewriter Oil and Office Machine Ribbons, F. S. Webster Co.
STAR Stencil Inks, The C. H. Hanson Co.
STAR Tackers, E. H. Hotchkiss Co.
STAR Type Cleaner, Eberhard Faber Pencil Co.
STAR BRAND Thumb Tacks, Hampden Mfg. Co., Inc.
STAR MARKER Fountain Brush Pens, Universal Fountain Brush Co.
STAR PRODUCTS Desk Pads, Desk Sets and Accessories, Star Office Accessories Co.
STAR-BRITE Colored Blackboard Crayons, E. W. A. Rowles Co.
STARCREST Auditorium Chairs, Griggs Equipment Co.
STARCROWN Auditorium Chairs, Griggs Equipment Co.
STA-RITE Blackboard Erasers, Beckley-Cardy Co.
STARK Calendars, Stark Calendars, Inc.
STARLET Fountain Pens, Waterman Pen Co., Inc.
STARLINE Steel Shelving, Midland Mfg., Inc.
STARLINER Auditorium Chairs, Griggs Equipment Co.
STARMASTER Auditorium Chairs, Griggs Equipment Co.
STASET Rubber Cement and Dispensers, Monet Co.
STATELEIGH Fountain Pens, Waterman Pen Co., Inc.
STATES Card Guides and Loose Leaf Indexes, Shaw-Walker Co.
STATESMAN Fountain Pens, W. A. Sheaffer Pen Co.
STA-TRAY Stationery Trays and Racks, Sta-Tray Co.
STAXONSTEEL Transfer Files, Bankers Box Co.
STAY'BLE Drafting Tables, Emrick, Inc.
STAY-OPEN Aluminum Sheet Holders, Stationers Loose Leaf Co.
STAZE-OPEN Brief Bag, Reuben Co.
STAZON Yellow Textile Marker, National Crayon Co.
STEBCO PRODUCTS Leather Goods, Stein Bros. Mfg. Co.
STED-I-LEG Typewriter Desk Shelf Support, Gonco Mfg. Co.
STEEL AGE Steel Office Furniture, Corry-Jamestown Mfg. Corp.
STEEL CITY Gem Paper Clips, I. & M. Sufrin
STEEL CLAD Fibreboard Files, Oxford Filing Supply Co.
STEEL FRONT Fibreboard Files, Oxford Filing Supply Co.
STEEL HINGE Reinforced Binder Hinges, National Blank Book Co.
STEEL SEALED Expanding Envelopes and Wallets, Cooke & Cobb Co.
STEEL STRONG Coin Handling Products, The C. L. Downey Co.
STEEL STRONG Steel Desk Trays, Premier Supply Corp.
STEELCASE Office Furniture and Equipment, Metal Office Furniture Co.
STEEL-CLAD Transfer Files, Oxford Filing Supply Co.
STEELGRAPH Composition Talc Crayon, National Crayon Co.
STEELGUARD Personal Files, Globe-Wernicke Co.
STEELGRIP Paper Clips, L. D. Van Valkenburg Co.
STEELINE Filing Folders, The Kay-Dee Co.
STEELMARK Metal Bookcases, Cabinets, J. R. Geller Co.
STEELMARK Steel Marking Crayons, St. Louis Crayon & Handle Co.
STEELMASTER Cash and Bond Boxes, Art Steel Sales Corp.
STEEL-PRIDE Metal Lockers, Steel Service Mfg. Co.
STEELTAB Filing Guides, Veet Industries
STEELWARE Waste Baskets and Storage Cabinets, Steelware Mfg. Corp.
STELLAR Aluminum Desk Trays, Stellar Tool & Mfg. Co., Inc.
STEMPCO Costumers, Clipboards, Lapboards and Letter Trays, Stempel Mfg. Co.
STENAFAX Stencil Cutting Machines, Times Facsimile Corp.
STENCILRUN Duplicating Papers, Copy Papers Sales & Service Agency, Inc.
STEN-C-LABL Stencil Labeler, Sten-C-Labl, Inc.
STENGEL Casters, Phoenix Caster Co., Inc.
STENNO Typewriter Ribbons, Stenno Ribbon & Carbon Mfg. Co.
STENNO JET Ribbons and Carbons, Stenno Ribbon & Carbon Mfg. Co.
STENO Wire Recorders, Crescent Industries, Inc.
STENO-BRUSH Office Machine Cleaning Kits, Brushmakers, Inc.
STENO-CADDY Typewriter Table and Sorting Rack, Welham Metal Products Co.
STENOCOPY Ribbons and Carbons, Codo Mfg. Corp.
STENODEX Steno Notebook Holders, Zephyr American Corp.
STENO-EEZ Ribbons and Carbons, Key Ribbon & Carbon Co.
STENOGRAPH Electronic Dictating Machines, Chicago Dictating Machine Co.
STENOGRAPH Shorthand Writing Machines, Stenographic Machines, Inc.
STENOGRAPHER Pencils, Joseph Dixon Crucible Co.
STENOGRAPHIC Pencils, Eberhard Faber Pencil Co.
STENOMASTER Typewriter Erasers, Brushmakers, Inc.
STENO-PADS Shorthand Machine Paper, Stenographic Machines, Inc.
STENOPAL Steno Notebook Holders, Acco Products, Inc.
STENOSAVER Typewriter Cleaning Kit, W. R. Winston
STENOTYPE Paper Pads, The Stenotype Supplies Co.
STENOTYPE Shorthand Writing Machines, The Stenotype Co.
STEN-X-LITE Easel Desk Lamps, Fostoria Pressed Steel Corp.
STEP-ON Waste Receptacles, F. H. Lawson Co.
STERLING Blotting Papers, Standard Paper Mfg. Co.
STERLING Brief Covers, Cooke & Cobb Co.
STERLING Calendars, Ever Ready Calendar Mfg. Co.
STERLING Clip Boards, Chalk, Erasers, Letter Trays, Shears and Thumb Tacks, Bainbridge, Kimpton & Haupt, Inc.
STERLING Dip Pens, Ink Wells, Pencil Sharpeners and Envelope Openers, Sterling Plastics Co.
STERLING Drafts, Notes and Receipts, C. R. Gibson & Co.
STERLING Duplicator Stencils, Crystal Copy Corp.
STERLING Loose Leaf Fillers, American Pad & Paper Co.
STERLING Plastic Moisteners, Sterling Plastics Co.
STERLING Ribbons and Carbons, Ames Supply Co.
STERLING Water Color Board and Paper, National Card, Mat & Board Co.
STERLING White Chalk Crayons, American Crayon Co.
STERLING SUPREME Gummed Tapes, The Gummed Products Co.
STEVEN J. MURPHY Folding Chairs, Murphy-Miller, Inc.
STEWARD Perpetual Calendars and Desk Memos, Finch & McCullough
STICK STRIP Desk Top Stripping, Polar Mfg. Co.
STICK-GRIP Self-Adhesive Desk Strips, Corners and Discs, Polar Mfg. Co.
STICKING Liquid Paste, Diamond Ink & Adhesive Co.
STICKLESS Carbon Papers, The Carter's Ink Co.
STICK-UM Spindle File, Office Accessories Corp.
STIK Magnetic Pencils, Owen Morris & Co.
STIKTITE Sponge Rubber Stripping, Glaziers' Tool Mfg. Corp.
STIMPSON Index Tabs, Posts and Screws, Eyelets, Edwin B. Stimpson Co.
STIMPSON DALE Paper Fasteners, Edwin B. Stimpson Co.
STIX Adhesive, Cardinell Corp.
STIX Gummed Tape and Suspension Rings, Mounties, Inc.
STIX Paste, Crescent Products Co.
STOC Typewriter Oils, Federal Mining & Mfg. Co.
STOC-RITE Metal Cabinets, Lockers, Shelving, K. F. Cline Co., Inc.
STONE-BESTOS Blackboards, N. Y. Silicate Book Slate Co.
STOP-STEP Ladders, Cramer Posture Chair Co.
STORACK Shelving Units, Lennox Metal Mfg. Co., Inc.
STORAFILE Fibre Transfer Cases with Steel Fronts, Kay-Dee Co.
STORCASE Bookcases, Borroughs Mfg. Co.
STORITE Storage Binders, Grand Rapids Loose Leaf Binder Co.
STORMRAK Umbrella and Shoe Rack, Vogel-Peterson Co.
STORMTEX Typewriter Ribbons, H. M. Storms Co.
STOR-O-CAB Storage Cabinets, Dorset Steel Equipment Co.
STOR-O-FILE Combination File and Storage Cabinet, Dorset Steel Equipment Co.
STOW-DAVIS Executive Furniture, Stow & Davis Furniture Co.
STRAIGHT EDGE Carpenter Pencils, General Pencil Co.
STRATELINE Rulers, Westcott Rule Co., Inc.
STRATFORD Fountain Pens, Stratford Pen Corp.
STRATOFLAME Cigarette Lighters, Stratford Pen Corp.
STRATOSPHERE Carbon Papers, Old Town Corporation
STRATOWRITER Ball-Point Fountain Pens, W. A. Sheaffer Pen Co.
STRAYER Steel Files and Sorting Devices, Strayer Coin Bag Co.
STREAMLINE Wood Office Furniture, Executive Furniture, Inc.
STREAMLINE LINE Receipts, Notes and Drafts, Boorum & Pease Co.
STREAMLINER Loose Leaf Binders, Buchan Loose Leaf Records Co.
STREAMLINER Steel Desks and Tables, Globe-Wernicke Co.
STREAMLINER Utility Stands, Maso Steel Products
STREAMLINER Waste Baskets, Hunting-Roberts Co.
STREIT SLUMBER CHAIR Reclining Chairs, C. F. Streit Mfg. Co.
STRETCH-O-WAY Zipper Ring Binder, Thomases & Co.
STRICKLER'S REMINDERS Collection Labels, Carl E. Strickler & Co.
STROMBERG Time Stamps, Stromberg Time Corp.
STRONGLEAF Loose Leaf Fillers, National Blank Book Co.
STRONG-POINT Pencils, Blaisdell Pencil Co.
STRYPON Carbon Papers, The Carter's Ink Co.
STUDENT Ball Pens, Fieldston Products Corp.
STUDENT Drawing Kits, Mayline Co., Inc.
STUDENT-AID Brief Covers, Cooke & Cobb Co.
STUDIO Carbon Paper, Neidich Process Div.
STUDIO Paper Trimmers, Milton Bradley Co.
STUDIO Pencil Sharpeners, Koh-I-Noor Pencil Co., Inc.
STUDIO BRISTOL Drawing Bristol, Charles T. Bainbridge's Sons
STUDYMASTER Students' Desks, Alma Desk Co.
STUDY-STAND Book Holder, Noka Mfg. Co.
STURCON Metal Finish, Sturgis Posture Chair Co.
STURDIFOLD Folding Chairs, Tables, Fort Massac Chair Co.
STURDI-HANGER Steel Coat Hanger, Appliance Products Co.
STURGIS Autographic Registers, The National Carbon Coated Paper Co.
STURGIS Posture Chairs, Sturgis Posture Chair Co.
STUYVESANT Binders, The Federbush Co., Inc.
STYLE V Vertical Filing Folders, Alvah Bushnell Co.
STYLE W Vertical Filing Folders, Alvah Bushnell Co.
STYLE LINE Steel Desks and Tables, Bentson Mfg. Co.
STYLE Stencil Duplicators, Marr Duplicator Co., Inc.
STYLED ASSOCIATE Steel Desks, Yawman and Erbe Mfg. Co.
STYLED EXECUTIVE Steel Desks, Yawman and Erbe Mfg. Co.
STYLE-CRAFT Leather Goods, Wilson Mfg. Co., Inc.
STYLEFILE Filing Cabinets, Metal Office Furniture Co.
STYLELINE Filing and Wardrobe Cabinets, Steel Furniture Mfg. Co.
STYLE-MASTER Steel Desks and Tables, Yawman and Erbe Mfg. Co.
STYLEWRITER Dip Pen Writing Sets, Ribbons and Carbons, The Carter's Ink Co.
STYLINE Typewriter Stands, Weber Bros. Metal Works
STYLIST Steel Desks, Bentson Mfg. Co.
STYLOGRAPH Waxed Carbon Papers, Stylograph Corp.
STYLO-GRAPH Fountain Pens, Universal Fountain Pen & Pencil Co.
STYLOLECTRIC Burning Pens, Post Electric Co., Inc.
STYLUS Stencils, Starkey Chemical Process Co.
STYX Duplicator Inks, Marr Duplicator Co., Inc.
STYX-DRY Bill Straps, C. L. Downey Co.
SUCCESS Bond and Typewriter Papers, Neenah Paper Co.
SUCCESS Desk Calendars and Pads, Columbian Art Works, Inc.
SUCCESS FLEXI-POST Ledger Binders, Stationers Loose Leaf Co.
SUEDE Rubber Erasers, Weldon Roberts Rubber Co.
SUMMARY BOARD Statistical Analysis Boards, Wilson Jones Co.
SUMMIT Adding Machine Rolls, Central Paper Co.
SUN Pencils, Eagle Pencil Co.
SUNKIST Legal Pads, L. Hyman & Sons
SUNROC Electric Water Coolers, Sunroc Co.
SUNRUCO Desk Guards, Finger Pads and Chair Protectors, Sun Rubber Co.
SUNSHINE Paper Drinking Cups, Herz Mfg. Corp.
SUN-TAN Leather Cases, Charles Doppelt & Co.
SUPER Drawing Instruments, Morilla Co., Inc.
SUPER Envelope Moisteners, Better Packages, Inc.
SUPER File Pockets and Filing Systems, Smead Mfg. Co., Inc.
SUPER Filing Folders, Southern Paper Products Co., Inc.
SUPER Label and Envelope Moisteners, Better Packages, Inc.
SUPER AGITENE Cleaning Solvent, Graymills Corp.
SUPER BULLET Carbon Papers, Kee Lox Mfg. Co., Inc.
SUPER CARDER Card Record Desks, General Fireproofing Co.
SUPER CHIEF Intercommunication Systems, Talk-A-Phone Mfg. Co.
SUPER COPY Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
SUPER EFFICIENCY Gelatin Roll Duplicators, Heyer Corp.
SUPER FILER Filing Equipment, General Fireproofing Co.
SUPER INDESTRUCTO Carbon Papers, Kee Lox Mfg. Co., Inc.
SUPER MANILA File Folders, Southern Paper Products Co.
SUPER PUL-PRUF Sheet Protectors, Cooks', Inc.
SUPER SEAL-O-SAN Floor Finishes, Huntington Laboratories, Inc.
SUPER STAR Auditorium Chairs, Griggs Equipment Co.
SUPER WIZARD Steel Front Storage Cases, Weis Mfg. Co.
SUPER XXX Gold Leaf, Simplex Gold Stamping Press Co.
SUPER-AGITENE Cleaning Solvents, Graymills Corp.
SUPERB Drawing Pencils, National Pencil Co.
SUPERB Rubber Stamp Pads and Rubber Stamp Outfits, William A. Force & Co., Inc.
SUPERBA Rubber Chair Tips, The Laurel Co.
SUPERB-CRAFT Telephone Book Covers, Simon Products Co.
SUPERBRAND Filing Folders and Guides, Imperial Methods Co.
SUPERCHROME Writing Inks, Parker Pen Co.
SUPER-COTE Carbon Papers, Codo Mfg. Corp.
SUPERCRAFT Brief Cases and Luggage, Supreme Leather Goods Co.
SUPERDEX Filing Supplies and Gummed Specialties, Warshaw Mfg. Co., Inc.
SUPER-EXPANSION Ledger Binders and Outfits, Stationers Loose Leaf Co.
SUPER-FIBER Typewriter Ribbons, Codo Mfg. Corp.
SUPERFILE Folders, Southern Paper Products Co.
SUPER-FILE Steel Files, American Fiber-Velope Mfg. Co.
SUPERFINE Gelatin Films, Hectographia Corp.
SUPERFINE Pencils, Blaisdell Pencil Co.
SUPER-FOAM Chair Cushions, Foam Rubber Fabricators, Inc.
SUPERGRIP 50 Rubber Cement, BB Chemical Co.
SUPERHARD Lumber Crayons, National Crayon Co.
SUPERIOR Adhesive, The Carter's Ink Co.
SUPERIOR Cash Register Rolls, McKenna & Phelps, Inc.
SUPERIOR Die Plate Daters, R. A. Stewart & Co., Inc.
SUPERIOR Gold Stamping Machines, Monogram of California
SUPERIOR Illustration Board, Arthur Brown & Bro., Inc.
SUPERIOR Inks and Duplicating Supplies, Mittag & Volger, Inc.
SUPERIOR Loose Leaf Fillers, Opaque Typewriter Paper, American Pad & Paper Co.
SUPERIOR Manifold Papers, Esleeck Mfg. Co.
SUPERIOR Mucilage, Sanford Ink Co.
SUPERIOR Postal Scales, Triner Scale & Mfg. Co.
SUPERIOR Ribbons and Carbons, John Underwood & Co.

SUPERIOR Rubber Phone Holder, Superior Household Mfg. Co.
SUPERIOR Rubber Stamps and Supplies, Superior Marking Equipment Co.
SUPERIOR School Chalk, St. Louis Crayon & Handle Co.
SUPER-KLEEN Carbons, Master Units, Old Town Corporation
SUPER-KOTE Carbon Papers, Codo Mfg. Corp.
SUPERLINE Fountain Pen Desk Sets, Pen-Rite Corp.
SUPERLON Plastic Products, Superior Plastics, Inc.
SUPERMARK Marking Crayons, St. Louis Crayon & Handle Co.
SUPERMAT Chair Mats, Polar Mfg. Co.
SUPER-MATIC Calculators, Friden Calculating Machine Co., Inc.
SUPER-RITER Typewriter, Remington Rand Inc.
SUPER-SAFETY Checks and Forms, The Todd Co., Inc.
SUPERSEE Cellulose Acetate, Tracing Paper, Morilla Co., Inc.
SUPER-SILK Typewriter Ribbons, Snelling & Son
SUPERSINE Name Plates, Signs, Supersine Co. of America
SUPER-SOVEREIGN Ribbons and Carbons, Queen Ribbon & Carbon Co., Inc.
SUPER-SYSTEM Filing Supplies, The General Fireproofing Co.
SUPER-TEX Clip and Arch Boards, Floor Mats, Julius Bandes & Co., Inc.
SUPER-TREATED Carbon Papers, Codo Mfg. Corp.
SUPERTYPE Carbon Papers, Stenno Ribbon & Carbon Mfg. Co.
SUPERTYPE Duplicator Stencils, Continental Ink Co.
SUPER-VALUE Steel Filing Cabinets, E. W. A. Rowles Co.
SUPER-VISIBLE Card Systems, Acme Visible Records, Inc.
SUPERVISION File Folders, Super Vision, Inc.
SUPERWRITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
SUPRA 4-color Pencils, Supra Pencil Co.
SUPRATHIN Pencils, Blaisdell Pencil Co.
SUPREME Daters and Numberers, Consolidated Stamp Mfg. Co., Inc.
SUPREME Drawer Slides, Grant Pulley & Hardware Co.
SUPREME Duplicator Supplies, Crystal Copy Corp.
SUPREME Lockers, Shelving and Storage Cabinets, Supreme Steel Products, Inc.
SUPREME Notebook and Pricebook Fillers, Index Cards and Composition Books, Hano Paper Co., Inc.
SUPREME Pencils and Leads, General Pencil Co.
SUPREME Pens and Pencils, David Kahn, Inc.
SUPREME Ribbons and Carbons, Buckeye Ribbon & Carbon Co.
SUPREME Steel Pins, Vail Mfg. Co.
SUPREME Typewriter Cleaning Machines, Spray Booths and Ovens, Supreme Power Cleaner Mfg. Co.
SUPREME CRYSTAL Stencils, Frankel Carbon & Ribbon Co.
SUPREME DE LUXE Postal Scales, I.D.L. Mfg. & Sales Co.
SURE-HOLD Gummed Tape, Nashua Package Sealing Div.
SURELOCK Post Binders, Boorum & Pease Co.
SURE-RITE Duplicator Stencils, Supplies, Ribbons and Carbons, American Stencil Mfg. Co.
SURETY BOND Papers, Crocker-McElwain Co.
SURVEYORS' DUPLEX Slide Rules, Keuffel & Esser Co.
SURWAY Moisteners, Lipton Mfg. Co., Inc.
SUSPEND-O-FOLDER File Folders, Advanco Products
SUSSEX Post Binders, National Blank Book Co.
SWALLOW Pencils, Swan Pencil Co., Inc.
SWAN Adding Machine Rolls, Southern Straw Mfg. Co.
SWAN Leads and Penholders, Swan Pencil Co., Inc.
SWANCO Cash Boxes, Swanson Machine Corp.
SWANO Pencils and Clips, Swan Pencil Co., Inc.
SWAYSTOP File Drawer Dividers, Berger Mfg. Div.
SWIFT Adding Machines, Swift Business Machines Corp.
SWIFT Casters, Phoenix Caster Co., Inc.
SWIFT Pencils, Wallace Pencil Co.
SWIFTSET Rubber Stamp Kits, Superior Marking Equipment Co.
SWIF-TY Twine Dispensers, Cowan Mfg. Co.
SWING KING Upholstered Chairs and Stools, Kenmar Mfg. Co.
SWING-DEX Suspension Folder Files, Business Efficiency Aids.
SWING-IT Pocket Secretaries, Enger-Kress Co.
SWINGLINE Staplers, Speed Products Co., Inc.
SWING-O-RING Loose Leaf Metals, The Fred Goat Co., Inc.
SWING-WING Bulletin Boards, Universal Steel Equipment Corp.
SWIVEL-CLIP Card and Ticket Holders, Hampden Mfg. Co., Inc.
SWIVELIER Lighting Fixtures, Swivelier Co., Inc.
SWIVELOK Binders and Folders, Elbe File & Binder Co., Inc.
SWIVODEX Dip Pen Desk Sets, Zephyr American Corp.
SYLVAN Mimeo Papers, Rockwell-Barnes Co.
SYNCHROTONE Tape Recorder, Magnetic Recording Industries
SYNCRO-TILT Chair Irons, Seng Company

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T. Pins, Oakville Co.
T.B.R. Green Soap and Furniture Polish, Theo. B. Robertson Products Co., Inc.
T-C-L Printer, Hart Mfg. Co.
TM Mechanical Writing Instruments, W. A. Sheaffer Pen Co.
T.M. Telephone and Magazine Binder Metals, Tenacity Mfg. Co.
TTR Tool Kit Rolls, Ames Supply Co.
TABBY Ribbons and Carbons, Kraus Ribbon & Carbon Co.
TAB-EDGED Carbon Papers, Phillips Ribbon & Carbon Co., Inc.
TABLE-AIR Circulators, Kisco Co., Inc.
TAX-TEX File Folders, Tab-Tex Corp.
TABULINER Tabulating Machine Attachments, Uarco Incorporated
TAC Price Label Moisteners, The StaZon Co.
TACCO Portable Typewriter Cases, Typewriter Accessories Co.
TACKMASTER Tackers, Markwell Mfg. Co., Inc.
TACKO Thumb Tack Boards, W. L. Clark Co., Inc.
TACKON Pressure-Sensitive Tape Dispensers, Better Packages, Inc.
TAD Erasers, Richard Best Pencil Co.
TAGGER Ribbons and Carbons, Mittag & Volger, Inc.
TAG-O-GRAPH Tag and Label Addressers, Weber Addressing Machine Co.
TAKAPART Portable Office Partitions, Takapart Products Co.
TAK-A-PIN Pin Dispensers and Refills, Oakville Co.
TALENT Art Tablets, American Pad & Paper Co.
TALKAFORM Magnetic Recording Paper, Pentron Corp.
TALK-A-PHONE Intercommunication Systems, Talk-A-Phone Co.
TALLY DENOMINATOR Hand Counters, Denominator Co., Inc.
TALLY-HO Concentrate Cleaner, Ames Supply Co.
TAMMI Safes and Trucks, Tammi Safe & Vault Co.
TAMPERPROOF Envelopes, Northern States Envelope Co.
TA-NON-KA Bond and Duplicator Papers, Badger Paper Mills
TAP TOP Mucilage Bottles, S. S. Stafford, Inc.
TAPAK Portable Recorder, Magnetic Recording Industries
TAPE MARK Printed Tape, Tape Mark Co.
TAPEMASTER Gummed Tape and Sealers, Package Ad & Sealer Co.
TAPER TIP Pencil Cap Erasers, Weldon Roberts Rubber Co.
TAPERITE Fountain Pens and Pencils, Waterman Pen Co., Inc.
TAPE-SHOOTER Sealing Tape Machines, Better Packages, Inc.
TAPEX Pressure-sensitive Tape Applier, Tapex Corp.
TARA Ribbons and Carbons, American Carbon Paper Corp.
TARCO Loose Leaf Binders, Forms and Filing Equipment, Tallman, Robbins & Co.
TARGET Reinforcing Punches, Tapes, Target Products Corp.
TASCO Stylus Adding Machines, Tavella Sales Co.
TATCH Mounting Stickers, Eureka Specialty Printing Co.
TATUM Staplers and Supplies, Wilson Jones Co.
TAUBER Plastic Rings and Bindings, Tauber Plastics, Inc.
TAX SAVER Income and Expense Record for Salesmen, National Business Systems Co.
TAXMETER Withholding Tax Computers, Bates Accounting Forms Co., Inc.
TAXTELLER Tax and Bookkeeping System, Taxteller, Inc.
TAYLOR Posture, Wood and Upholstered Chairs, Taylor Chair Co.
TAYLOR-MADE One-Time Carbon Snap-Out Forms, R. A. Taylor Corp.
TEAR DROP Roll Memo Device, Regal & Wade Mfg., Inc.
TEAR KLEEN Wall Calendars, Columbian Art Works, Inc.
TEAR PROOF Ring Book Sheets, Wilson Jones Co.
TEC Drawing Pencils, Erasers, Crayons, V. & E. Mfg. Co.
TECHNICRAYON Pencils, Koh-I-Noor Pencil Co., Inc.
TECHNIPLAN Modular Furniture, Globe-Wernicke Co.
TECHNYGRAPH Duplicating Supplies, Technygraph Co.
TECHNYSCOPE Stencil Scopes, Technygraph Co.
TEK-TIV Coin Bag Seals, Security Seal Co.
TEL-ADDRESS Address and Telephone Books, Nascon Products Division
TEL-A-KEY Keycases, Columbia Walescraft, Inc.
TEL-A-NAME Telephone Indexes, Nosco Plastics
TELATOTAL Calculating Devices, TelaTotal Sales Co.
TELAUTOGRAPH Writing Transmitter, TelAutograph Corp.
TELDEX Telephone Indexes, Finch & McCullough.
TELE-CHEK Telephone Toll Timer, Tele-Chek, Inc.
TELECHRON Electric Clocks, Telechron Dept., General Electric Co.
TELE-CIDE Telephone Germicide, Tele-Cide Chemical Corp.
TELECORD Conference Recording Equipment, Dictaphone Corp.
TEL-E-DEX Automatic Telephone Indexes, Finch & McCullough
TELEDIPHONE Telephone Conversation Recorders, Thomas A. Edison, Inc.
TELEFACTS Deskside Files, The General Fireproofing Co.
TELEFACTS Visible Cabinets, Acme Visible Records, Inc.
TELEKOM Intercommunication Systems, Radio Corporation of America
TELE-MAGNET Telephone Answering Device, Mohawk Business Machines Corp.
TELEMATIC Intercommunication Telephone System, Dictograph Products, Inc.
TELE-MEM Memo-Telephone Index Combination, Redi-Record Products Co.
TELE-MEMO Telephone Memo Unit, Art Steel Sales Corp.
TELE-PAD Telephone Memo Device, Sapphire Products
TELEPRINTER Telegraphic Typewriter, Olivetti Corp. of America
TELE-SACK Ash Tray, Quiglev Co.
TELESCOPE Folding Chairs, The Telescope Folding Furniture Co., Inc.
TELETALK Intercommunication Systems, Webster Electric Co.
TELE-TRAY Telephone Accessories, Tele-Tray Corp.
TELETYPE Electric Transmitting and Receiving Typewriters, Teletype Corp.
TELKEE Central Key Control Systems, P. O. Moore, Inc.
TELL-A-PAD Desk Pads and Pen Sets, Flo-Ball Pen Corp.
TELL-I-VISION Colored Plastic Tabs and Filing Systems, Smead Mfg. Co., Inc.
TEL-O-LITE Illuminated Writing Pads, Bermat Products Corp.
TEMLOK Interior Finishes, Armstrong Cork Co.
TEMPLAR Drawing, Copying and Indelible Pencils, Reliance Pencil Corp.
TEMPO Duplicators and Supplies, Milo Harding Co.
TEMPOLITH Lithograph Negatives, Milo Harding Co.
TEMPOSCOPE Stencil Scopes, Milo Harding Co.
TEMPRITE Electric Water Coolers, Temprite Products Corp.
TENACCO Office Punches, Tenacity Mfg. Co.
TENACITY Loose Leaf Metals and Binders, Tenacity Mfg. Co.
TEN-EIGHTY Typewriter Erasers, Eberhard Faber Pencil Co.
TENET Library Paste, The Commercial Paste Co.
TENEXINE Cement, Kirk Ink Co.
TENGWALL Prong Binders, Wilson Jones Co.
TENSION Envelopes, Tension Envelope Corp.
TENTION TIE String and Clasp Envelopes, Tension Envelope Corp.
TERRAZZO-SAN Tile and Marble Cleaner, Huntington Laboratories, Inc.
TERRELL Storage Cabinets, Metal Office Furniture Co.
TERSON Upholstery Fabrics, Athol Mfg. Co.
TEST SCORER Lead Pencils, Richard Best Pencil Co.
TESTED Office Machine Oil, Tested Products Co.
TEXARDERO Desk Sets, Desk Pads and Book Covers, Stationers Specialty Corp.
TEXAS MAID Chair Cushions and Dust Cloths, P. E. Fielder Mfg. Co.
TEXCEL Pressure-Sensitive Tapes, Permacel Tape Corp.
TEXIT Rubber Cream Adhesives, Sanford Ink Co.
TEXTBOOK Pencils, Blaisdell Pencil Co.
TEXTURE BOND Typewriter Papers, Rockwell-Barnes Co.
THATCHER Calculating Devices, Keuffel & Esser Co.
THESIS Pencils, General Pencil Co.
THIN EDGE Typewriter Erasers, Joseph Dixon Crucible Co.
THIN FILEAWAY Billfolds, Robinson Reminders
THIN LEAD Colored Pencils, General Pencil Co., Inc.
THIN THIN Carbon Papers, Kee Lox Mfg. Co., Inc.
THINDEX Index Guides, Oxford Filing Supply Co.
THINET Rubber Cement Solvent, Monet Co.
THINEX Colored Pencils, Joseph Dixon Crucible Co.
THINLED Colored Pencils, J. S. Staedtler, Inc.
THIN-LINE Pencils, National Pencil Co.
THIN-O-BRAND Carbon Papers, Miller-Bryant-Pierce
THIN-POST Binders, C. E. Sheppard Co.
THIN-PRONG Binders, The C. E. Sheppard Co.
THIN-RITE Lead Pencils, Eberhard Faber Pencil Co.
THISTLE BOND Business Forms, C. R. Gibson & Co.
THOMAS LIFETIME Stamp Pads, Thomas Mfg. Co.
THOMAS Mechanical Collators and Joggers, Thomas Mechanical Collator Corp.
THONET Chairs and Upholstered Furniture, Thonet Industries, Inc.
THOR Paper Fasteners, Vail Mfg. Co.
THOR Marking Devices, Pittsburgh Stamp Co., Inc.
THORNDIKE-CENTURY Dictionaries, Appleton-Century-Crofts, Inc.
THOROCLEAN Typewriter Brushes, I. D. L. Mfg. & Sales Corp.
THREESOME Fountain Pen and Pencil Sets, W. A. Sheaffer Pen Co.
THRIFT-QUALITY Stencils, Speed-O-Print Corp.
THRIFTY DE LUXE Postal Scales, I.D.L. Mfg. & Sales Corp.
THRIFTY Wood Office Furniture, Hoosier Desk Co.
THRUSH Pencils, Wallace Pencil Co.
THUNDERBOLT Airmail Envelopes. Lafayette Co.

TIARA Erasers, Weldon Roberts Rubber Co.
TIARA Fountain Pens, Waterman Pen Co., Inc.
TICKETOGRAPH Pay and Production Control Systems, Commercial Controls Corp.
TICONDEROGA Pencils, Joseph Dixon Crucible Co.
TIDY DESKMASTER Desk Organizer, Art Steel Sales Corp.
TIDY TOUCH Carbon Paper, American Ribbon & Carbon Co., Inc.
TIDY-DESK Desk Organizer, Pen and Pencil Holder, Victory Mfg. Co.
TIEMASTER Twine, Package Ad & Sealer Co.
TIFFANY Business Machine Stands, Tiffany Stand Co.
TIFFANY Colored Indelible Pencils, National Pencil Co.
TIGER Pencils, Swan Pencil Co., Inc.
TIGER Thumb Tacks, Paper Fasteners, Staples and Parcel Handles, Noesting Pin Ticket Co., Inc.
TILOPINE Mopping Soaps, Theo. B. Robertson Products Co., Inc.
TILT TOP TILLIE Utility Tables, Franklin Table Co.
TILT-O-LITE Table Lighter, Quick Point Pencil Co.
TILT-PROOF VALET Metal Costumers, City Display, Inc.
TIMBERLINE Carpenter Pencils, Koh-I-Noor Pencil Co., Inc.
TIME CALENDAR Clock and Calendar Pads, World Mfg. Co.
TIME SAVER Payroll Systems and Computers, Bates Accounting Forms Co., Inc.
TIME SAVER Stationery Storage Cabinets, Weis Mfg. Co.
TIMEFONE Telephone Timer, Telephone Devices Co.
TIME-MASTER Dictating Machines, Dictaphone Corp.
TIME-O-GRAPH Time Stamps, A. D. Joslin Mfg. Co.
TIMES Pencils, J. S. Staedtler, Inc.
TIME-SAVER Files, Business Efficiency Aids
TIMES STENAFAX Stencil-Cutting Machines, Times Facsimile Corp.
TIP-TOP Paper Fasteners, Tip Top Mfg. Co.
TIP TOP Pin Tickets and Tags, Dancyger Mfg. Co
TIP-TOP Steel Lockers, Top Flight Products Co.
TIP-TOP Stencils, Milo Harding Co.
TIP-TOP Wood Desk Trays and Card Files, Hedges Mfg. Co.
TIP-TOUCH County Record Binders, Ernest Hazel, Jr.
TITAN Carbon Papers, Columbia Ribbon & Carbon Mfg. Co., Inc.
TITAN Circular Slide Rules, Tavella Sales Co.
TITAN Expanding Files, Wilson Jones Co.
TITE GRIP Blackboard Erasers, Milton Bradley Co.
TITIAN Rubber Erasers, Weldon Roberts Rubber Co.
TITLE-VIEW Plastic Book Covers, Bro-Dart Industries
TO-BAC Binders, Elbe File & Binder Co., Inc.
TODAY IS Wall Calendars, Finch & McCullough
TOILET-SAN Bowl Cleaner, Huntington Laboratories, Inc.
TOLEDO Postal Scales, Toledo Scale Co.
TOLEDO MADE Typewriter Stands and Tables, Toledo Guild Products, Inc.
TOLEX Plastic Upholstery Material, Textileather Corp.
TOP Staple Removers, Mutual Stationers Supply Corp.
TOP FLIGHT Adding Machines, Remington Rand Inc.
TOP PRODUCTS Bond, Cash and Utility Boxes, Central Can Co.
TOPFLIGHT Pressure-Sensitive Tape, Topflight Tape Co.
TOPFLIGHT Steel Transfer Cases, Top Flight Products Co., Inc.
TOP TROPHY Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
TOP-FLIGHT Steel Files, Bentson Mfg. Co.
TOP-NOTCH-LETTER-BALANCE Carbon Papers, Kraus Ribbon & Carbon Co.
TOP-O-GRAPH Insertable Guides, Filing Equipment Bureau, Inc.
TOPPER Carbon Paper, Neidich Process Div.
TOPPER Paperweight, Service Products Div., Woodall Industries, Inc.
TOPS Doodle Pads, Stock Forms, "Tops" Business Forms
TOPS Scratch Remover Polish, Spot Cleaner and Floor Wax, General Cement Mfg. Co.
TORCH Pencils, General Pencil Co.
TORPEDO Metal Waste Receptacles, F. H. Lawson Co.
TOT Fasteners and Staplers, Speed Products Co.
TOTALIA Adding Machine, J. E. Albright & Co.
TOUCH & GO Hand Cleaner, Gregory Fount-O-Ink Co.
TOUCH-O-MATIC Paper Cutter, Hobbs Mfg. Co.
TOUCHTYPE Rubber Typewriter Keys, Peerless-Imperial Co., Inc.
TOURIST Pen and Pencil Sets, Morrison Fountain Pen Co.
TOWN CRIER Master Units, Colonial Carbon Co.
TRACEMASTER Tracing Tables, Stacor Equipment Co.
TRACEOLENE Tracing Papers, Favor, Ruhl & Co.
TRACINK Erasers, A. W. Faber, Inc.
TRACTOGRAF Protractor, Office Accessories Corp.
TRADE Carbon Papers, Write, Inc.
TRADE-MARK Carbon Papers, Waters and Waters Branch
TRADER Pencils, Reliable Pencil Corp.
TRA-DEX Vertical Visible Files, Diebold, Inc.
TRADITION-CHROMA Colored Pencils, J. S. Staedtler, Inc.
TRAFFIC Marking Crayons, Milton Bradley Co.
TRAN-CEL-SEAL Cellulose Tapes, Gummed Tape & Devices Co.
TRANSCRIPT Mimeo Papers, Duplicating Papers, Inc.
TRANSCRIPT Steel Pens, Eagle Pencil Co.
TRANSELOPE Transparent Envelopes, Stein Bros. Mfg. Co.
TRANSFILE Transfer Files, Guide System & Supply Co.
TRANSKRIT Carbonized Forms, Transkrit Corp.
TRANSO Envelopes, Transo Envelope Co.
TRANSOLENE Tracing Papers, Favor, Ruhl & Co.
TRANSORT Simplified Delivery Systems, Shelby Salesbook Co.
TRANSPARENT Mending Tapes, Warshaw Mfg. Co., Inc.
TRANSPORT Gummed Tape Sealing Machines, A. C. Hummel Co.
TRAVELDEX Expense Books, Associated Stationers Supply Co.
TRAVELER Smoking Stands, Campbell Products Co.
TRAVIATA Lead Pencils, Swan Pencil Co., Inc.
TRAYBILT FLEXI-POST Posting Binders, Stationers Loose Leaf Co.
TREASURE CHEST Insulated Chests, Victor Safe & Equipment Co., Inc.
TREASURGARD Personal Safes, Herring-Hall-Marvin Safe Co.
TREASURY Blotting Papers, Joseph Parker & Son Co.
TRI MEE Office Punches, Wilson Jones Co.
TRI-BRAND Ribbons, Carbons, Duplicating Papers and Stencils, Tru-Rite, Inc.
TRIBUNE Office Pencils, J. S. Staedtler, Inc.
TRI-FIL Fountain Pens, Welty Pen & Repair Co.
TRIG-A-TAPE Pressure-Sensitive Tape Tacker, Trig-A-Tape Corp.
TRI-GUARD Filing Guides, The Globe-Wernicke Co.
TRI-HEAD Pins, Oakville Co.
TRI-LITE Portable Lamps, Artistic Lamp Mfg. Co., Inc.
TRI-LINED Carbon Papers, Tru-Rite, Inc.
TRI-LOCK Catalog Binders, Remington Rand Inc.
TRIMLINE Wood Office Accessories, Jasper Table Co., Inc.
TRIM-TOWLS Paper Towels, Bay West Paper Co.
TRINER Computing Postal Scales, Triner Scale & Mfg Co.
TRIOSET Pen and Pencil Sets, Waterman Pen Co., Inc.
TRIPAK Luggage, Schell Leather Goods Co., Inc.
TRIPLE CHECK Automatic Indexing, Remington Rand Inc.
TRIPLTOP File Folders, Filing Equipment Bureau, Inc.
TRI-PLY Typewriter Erasers, Weldon Roberts Rubber Co.
TRIP-O-KIT Travel Kits, Charles Doppelt & Co., Inc.
TRIPOSTER Multiple Record Posting Machines, Visirecord, Inc.
TRI-POINT Mechanical Colored Pencils, Nichols Products Co.
TRITONE Three-Color Ball Pens, Flo-Ball Pen Corp.
TRIUMPH Fountain Pens, W. A. Sheaffer Pen Co.
TRIUMPH Liquid Soaps, Theo. B. Robertson Products Co.
TRIUMPH Monogramming Machines, Ackerman-Gould Corp.
TRIUMPH Paper Clamps, Oakville Co.
TRIUMPH Pencils and Penholders, Eberhard Faber Pencil Co.
TRIUMPH Self-Inking Stamps, R. A. Stewart & Co., Inc.
TRIUMPH Steel Type Holders, James H. Matthews & Co.
TRIUNE Marking Inks, Superior Marking Equipment Co.
TROJAN Bond, Onionskin Paper, American Writing Paper Corp.
TROJAN Glaziers' Tools, Glaziers' Tool Mfg. Co.
TROJAN Marking Inks, Superior Marking Equipment Co.
TROJAN Paper Drinking Cups, Solo Cup Co.
TROJAN Tackers, E. H. Hotchkiss Co.
TROJAN IMPERIAL Gummed Sealing Tape, Gummed Products Co.
TROOPER Pencils, National Pencil Co.
TROY Chrome-Plated Metal Furniture, Troy Sunshade Co.
TRU-ANGLE Protractor Triangles, The Alvin Co.
TRUCKLAC Decalcomanias, Palm Bros. Decalcomania Co.
TRUCOLITE Fluorescent Luminaires, Edwin F. Guth Co.
TRU-COPY Hectographs and Roll-Film Duplicators, Beckley-Cardy Co.
TRU-COPY-PHOTE Photocopying Machines & Supplies, General Photo Products Co. Inc.
TRUE BLUE CLIPPER Staplers, E. H. Hotchkiss Co.
TRUEDGE Drawing Table Edges, Cardinell Corp.
TRUE-MARK Type Cleaners and Office Machine Pads, Ames Supply Co.
TRU-FLANGE Eyelets, American Brass Co.
TRUKASTER Casters, Hamilton Caster & Mfg. Co.
TRUMARK School Chalk, Walbuck Crayon Co.
TRU-PAK Autographic Registers and Supplies, Egry Register Co.
TRUPOINT Brass and Steel Pins, Union Pin Co.
TRUPOINT Pencil Pointer, Elward Mfg. Co.
TRU-POSTURE Office Chairs and Stools, Dependable Mfg. Co.
TRUSSELL Loose Leaf Books and Binders, Trussell Mfg. Co.
TRU-TEST Gummed Tape, Tape, Inc.
TRU-TONE Crayons, Milton Bradley Co.
TRU-VALU Bulletin Boards, Dayton Stencil Works Co.
TRU-VU Photo Files, Trussell Mfg. Co.
TUBRAK Vertical Map File, Scott-Rice Co.
TUCHTYPE Rubber Typewriter Keys, Peerless-Imperial Co., Inc.
TUCK Pressure-Sensitive Tape, Technical Tape Corp.
TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
TUF-FACE Steel Type, James H. Matthews & Co.
TUFIDE Luggage and Business Cases, Stein Bros. Mfg. Co.
TUF-TABS Loose Leaf Indexes, Index Sales Corp.
TUFTEAR Filing Folders, The Globe-Wernicke Co.
TUFTEX File Folders, C. L. Barkley & Co.
TULIP Paper Cups and Dispensers, Lily-Tulip Cup Corp.
TUMBLE TOP Display Binders, Barrett Bindery Co.
TUMBLER Shorthand Books, National Blank Book Co.
TURN-TOWLS Paper Towels, Bay West Paper Co.
TURQUOISE Pencils, Eagle Pencil Co.
TUSCO Office Machine Stands, Tubular Specialty Mfg. Co.
TUTOR Steel and Silver Steel Pens, Eagle Pencil Co.
TWEETEN Marking Pencils, Tweeten Fibre Co.
TWENCO Disinfectants, Theo. B. Robertson Products Co., Inc.
TWENTIETH CENTURY Maps, The George F. Cram Co., Inc.
TWIN BLACK JEWEL Stamp Dispenser, Aqua Sportsman, Inc.
TWIN DISPATCH Double Compartment Envelopes, Tension Envelope Corp.
TWIN LOCK Ledger Sheets, Wilson Jones Co.
TWIN PACK Ash Tray Sets, Quigley Co.
TWIN READER Magnifying Glasses, Edroy Products Co.
TWIN TANG Brief Covers, Cooke & Cobb Co.
TWIN-GUARD Filing Guides, The Globe-Wernicke Co.
TWINKOTE Carbon Paper, International Carbon & Ribbon Co., Inc.
TWIN-LOUPE Magnifying Eye Protectors, Montgomery & Co., Inc.
TWINPOINT Combination Pen and Pencil, Pen-N-Pencil Co.
TWINSOME Pen & Pencil Set, Pencraft, Inc.
TWIRLAWAY Ash Trays, Toledo Guild Products, Inc.
TWIRLIT Paper Drills, Mitchell Corp.
TWISTOUT Thumb Tacks, Cardinell Corp.
TWO PACK Ash Tray, Quigley Co.
TWO-COMPARTMENT Mailing Envelopes, Quality Park Envelope Co.
TWO-GETHER Duplex Envelopes, Northern States Envelope Co.
TWO-IN-ONE Colored Pencils, General Pencil Co.
TWO-IN-ONE Mailing Bags, Bemis Bros. Bag Co.
TWO-IN-ONE Sorters, Work-Organizer Specialties Co.
TWO-PLI-TOP Filing Folders, Smead Mfg. Co., Inc.
TWO-TIMER 20-Hour Timing Device, Vocaline Co. of America, Inc.
TWO-TONE NIB Writing Points, W. A. Sheaffer Pen Co.
TYCOON Disc Recorders, SoundScriber Corp.
TYER Rubber Bands, Tyer Rubber Co.
TYM-AN-DATER Time Recorders, Cincinnati Time Recorder Co.
TYPAD Typewriter Pad, Andrews-Alderfer Co.
TYPAL Typewriter Ribbons, Old Town Corporation
TYPE ART Ribbons and Carbons, Phillips Ribbon & Carbon Co., Inc.
TYPE BAR Ribbons and Carbons, Smith-Corona Inc.
TYPE EASE Copyholders, Franklin Table Co.
TYP-E-CO Typewriter Keycards and Repair Tags, Typewriter Equipment Co.
TYPE-ERASE Index, Ledger, Mimeo Paper, American Writing Paper Corp.
TYPE-MASTER Typing Desk, Alma Desk Co.
TYPEMASTER Typewriter Brushes, Brushmakers, Inc.
TYPE-N-ADD All-Purpose Metal Stands, Maso Steel Products
TYPE-N-FILE Typewriter Table and Filing Cabinet, Marshallan Mfg. Co.
TYPERASER Rubber Erasers, Eagle Pencil Co.
TYPERITE Plastic Strip Tabbing, G. J. Aigner Co.
TYPE-RITE Platens, Typewriter Equipment Co., Inc.
TYPETONE Type Cleaner, Tested Products Co.
TYPE-WELL Ribbons and Carbons, Key Ribbon & Carbon Co.
TYPE-WELL Typewriter Packets, Rubin's Corp.
TYPE-WHITE Cushion Sheets, A. B. Dick Co.
TYPHONITE ELDORADO Drawing Pencils, Joseph Dixon Crucible Co.
TYPIST Pencils, Blaisdell Pencil Co.
TYPOCRAFT Carbon Paper, Codo Mfg. Corp.
TYPO-FAX Minute Book, McMillan Book Co.
TYPO-OIL Lubricant, C. H. Miller Co.
TYPO-RING Minute Book, McMillan Book Co.
TYPOSTURE Chairs, Art Steel Sales Corp.
TYP-O-TYP Carbon Papers, F. S. Webster Co.
TYP-ROL Type Cleaner and Platen Refinisher, Write, Inc.

U

U. S. Cash Registers, Federal Cash Register Co.
U. S. Ribbons and Carbons, U. S. Carbon & Ribbon Mfg. Co., Inc.
U. S. BRAND Notes, Drafts and Receipts, C. R. Gibson & Co.
U.S.E. Commercial Envelopes, U. S. Envelope Co.
U. S. No. 27 Liquid Hand Soap, Huntington Laboratories, Inc.
UVA Colored Chalk Crayons, Binney & Smith Co.
UARCO Autographic Registers, Forms, Uarco Incorporated
U-BAC Binders, Elbe File & Binder Co., Inc.
U-FILE-M Filing Supplies, U-File-M Binder Mfg. Co., Inc.
UHL Steel Office Furniture, Toledo Metal Furniture Co.
U-KUT-EM Index Tabs, Universal Index Tab Co.
ULRICH Planfiles and Filing Supplies, Ulrich Planfiling Equipment Corp.
ULTIMA Fountain Pens, Waterman Pen Co., Inc.
ULTIMATE Inked Ribbons, Phillips Ribbon & Carbon Co., Inc.
ULTRA Fountain Pens, Waterman Pen Co., Inc.
ULTRA ELECTRIC Rubber Stamp Vulcanizers, R. H. Smith Mfg. Co.
ULTRA-FORCE Typographic Numbering Machines, Wm. A. Force & Co., Inc.
ULTRALUME Venetian Blinds, Aluminum Venetian Blind Co.
U-MAK-A Index Tabs, The Globe-Wernicke Co.
UNDERWOOD Noiseless, Standard and Electric Typewriters, and Copyholders, Underwood Corp.
UNDERWOOD CORPORATION Ribbons and Carbons, Underwood Corp.
UNDERWOOD ELLIOTT FISHER Accounting Machines, Underwood Corp.
UNDERWOOD SAMAS Punched Card Equipment, Underwood Corp.
UNDERWOOD SUNDSTRAND Accounting and Adding Machines, Underwood Corp.
UNETTE Steel Sectional Files, The General Fireproofing Co.
UNIDEX Indexing Systems, Wilson Jones Co.
UNIFILE Combination Storage-Filing Cabinet, The H-O-N Co.
UNIFLEX Adjustable Steel Shelving, Universal Steel Equipment Corp.
UNI-FLOW Fountain Pens, Universal Fountain Pen & Pencil Co.
UNIMART Stapling Machine, United Cutlery & Hardware Products Co.
UNI-MASTER Master Sets, Manifold Supplies Co.
UNION Bond and Cash Boxes, Personal Files, Union Steel Chest Corp.
UNION Ink and Pencil Erasers, Eberhard Faber Pencil Co.
UNION Mechanical Pencils, Morrison Fountain Pen Co.
UNIPECO Fountain Pen Desk Sets and Desk Memos, Union Pencil Co.
UNIPLAST Plastic Welding Agent, Postamatic Co.
UNI-POST Payroll Systems, C. E. Sheppard Co.
UNIQUE Collapsible Storage Files, Henry T. Adams Mfg. Co.
UNIQUE Pencils, American Pencil Co.
UNIQUE Typewriter Ribbons, Kraus Ribbon & Carbon Co.
UNIRITER Ball Point Pens, Ferber Corp.
UNISPEED Time Recorders, Stromberg Time Corp.
UNISPRED Strip Accounting Forms, Charles R. Hadley Co.
UNITICKET Summary and Breakdown Systems, Shelby Salesbook Co.
UNIT PLANT Bookkeeping Machine Desks, Shaw-Walker Co.
UNITED Waste Receptacles, United Metal Box Co., Inc.
UNITED STATES Cash Registers, Federal Cash Register Co.
UNITIZER Desk Files, Wilson Jones Co.
UNIT-ROBE Coat Lockers, All-Steel Equipment Inc.
UNITSET One-Time Carbon Forms, Shelby Salesbook Co.
UNI-T-SQUARE Metal T-Squares, Cardinell Corp.
UNITYPE Bulletin Boards, W. L. Clark Co., Inc.
UNIVERSAL Accounting Forms, Universal Manufacturing Stationers, Inc.
UNIVERSAL Art Calendars, Ft. Wayne Printing Co.
UNIVERSAL Atlases, C. S. Hammond & Co., Inc.
UNIVERSAL Ball Pen Cartridges, Fisher Pen Co.
UNIVERSAL Binders, Master-Craft Corp.
UNIVERSAL Box Letter Files, Weis Mfg. Co.
UNIVERSAL Bound Blank Books, Wilson Jones Co.
UNIVERSAL Brief Bag, Shank Leather Goods Co.
UNIVERSAL Card Cabinets, Weis Mfg. Co.
UNIVERSAL Commercial Forms, Universal Manufacturing Stationers, Inc
UNIVERSAL Expanding Envelope Files, Alvah Bushnell Co.
UNIVERSAL Fountain Pens, Universal Fountain Pen & Pencil Co.
UNIVERSAL Hectograph Duplicators, Levinson & Blythe Mfg. Co.
UNIVERSAL Magazine Binders, H. R. Huntting Co.
UNIVERSAL Memo Books, Index Cards and Scratch Pads, Universal Pad & Tablet Corp.
UNIVERSAL Mucilage, Scriptex Products Co., Inc.
UNIVERSAL Multiple Punches, Boorum & Pease Co.
UNIVERSAL Notebook Fillers, Beckley-Cardy Co.
UNIVERSAL Office Chair Cushions, Comfort Cushion Co.
UNIVERSAL Order Book Holders, Elbe File & Binder Co., Inc.
UNIVERSAL Paper Clips, Noesting Pin Ticket Co., Inc.
UNIVERSAL Paper Drinking Cups, Lily-Tulip Cup Corp.
UNIVERSAL Payroll Calculators, Delbridge Calculating Systems, Inc.
UNIVERSAL Sorters, Cooks', Inc.
UNIVERSAL Stamp Racks, R. H. Smith Mfg. Co.
UNIVERSAL Standard Tables and Posture Chairs, American Seating Co.
UNIVERSAL Stapler-Tackers, Precision Staple Corp.
UNIVERSAL Steel Secretarial and Side Chairs, Harter Corp.
UNIVERSAL Steel Swivel, Side Chairs, The Globe-Wernicke Co.
UNIVERSAL Vacuum Pitcher Sets, Landers, Frary & Clark
UNIVERSAL Wood Bookcases, The Globe-Wernicke Co.
UNIVERSAL DISPLAYORS Bulletin Boards, Universal Steel Equipment Corp.
UNIVERSAL SERIES Globes, The George F. Cram Co., Inc.
UNIVERSAL SPEED-FEED Billing Machine Attachments, Egry Register Co.
UNIVERSAL TUBEFILE Map and Plan Files, Scott-Rice Co.
UNIVERSITY Steel Pens, C. Howard Hunt Pen Co.
UNIVERSITY Students' Notebooks, National Blank Book Co.
UNO-ALL-IN-ONE Desk Office System, Art Steel Sales Corp.
UP-N-DOWN Gooseneck Lamps, General Lamps Mfg. Corp.
URACER For Removing Excess Rubber Cement, Union Rubber & Asbestos Co.
USAIRCO Air Conditioning Equipment, United States Air Conditioning Corp.
U. S. KOYLON Foam Rubber, U. S. Rubber Co.
U. S. NAUGAHYDE Upholstery Material, U. S. Rubber Co.
USCO Pencils, United States Pencil Co., Inc.
USONA BOND Typewriter Papers, L. Hyman & Sons
UTILI-CHAIR Side Chair, W. H. Gunlocke Chair Co.
UTILCO Bond and Cash Boxes, Personal Files, Union Steel Chest Corp.
UTILITY Carbon Paper, Kores Carbon Paper & Ribbons Mfg. Corp.
UTILITY Card Cabinets, Weis Mfg. Co.
UTILITY Expanding Files, Cooke & Cobb Co.
UTILITY Ledger Trays, Le Febure Corp.
UTILITY Liquid Cleaning Soap, Theo. B. Robertson Products Co., Inc.
UTILITY Pencils, American Pencil Co.
UTILITY Perpetual Calendars, Finch & McCullough
UTILITY Punches, McGill Metal Products Co.
UTILITY Ribbons and Carbons, Shipman-Ward Mfg. Co.
UTILITY Rubber Runners, American Floor Products Co.
UTILITY Tape Sealers, Lipton Mfg. Co., Inc.
UTILITY Typewriter Paper, American Pad & Paper Co.
UTILITY Vulcanizing Press, American Evatype Co.
UTIL-O-FILE Combination File and Storage Cabinet, Dorset Steel Equipment Co.
UTOPIAN Paste Jars, Sanford Ink Co.
UTOPIAN Pencils, Reliance Pencil Corp.

V

V-28 Machine Posting Trays, Diebold, Inc.
"V" MODEL Drawing Kits, Mayline Co., Inc.
VMP Bookstacks, Virginia Metal Products, Inc.
V.P.D. Sheet Protectors and Envelopes, Joshua Meier Co., Inc.
V-S Fountain Pens and Mechanical Pencils, Parker Pen Co.
VACUMATIC Fountain Pens and Mechanical Pencils, Parker Pen Co.
VAKU-UM Fountain Pens, Welty Pen & Repair Co.
VAL-A-RAK Wall Wardrobe Rack, Sherness Co.
VALCO Aluminum Ash Receivers, Sand Urns, Costumers and Torchiers, Valco Co.
VALERIAN Bond and Ledger Paper, Valley Paper Co.
VALET RACKS Wardrobe Racks, Vogel-Peterson Co.
VALEX Fire Extinguishers, American-LaFrance-Foamite Corp.
VALIANT Ribbons and Carbons, The Carter's Ink Co.
VALIANT TUCKAWAY Fountain Pens, W. A. Sheaffer Pen Co.
VALLEY FORGE Bond and Ledger Papers, Valley Paper Co.
VALLEY FORGE Carbon Papers, U. S. Carbon & Ribbon Mfg. Co., Inc.
VALLEY FORGE Spirit Carbons, Colonial Carbon Co.
VALLO Carbon Papers, Write, Inc.
VAL-U-RITER Ball Point Pens, Ferber Corp.
VAL-U-VAULT Safes, Meilink Steel Safe Co.
VAN CLEEVE Ball Point Fountain Pens, Cleevelandt Corp.
VAN DYKE Fluorescent Desk Lamps, Van Dyke Div., General Lamps Mfg. Corp
VAN DYKE Pencils, Erasers and Leads, Eberhard Faber Pencil Co.
VANISHING PATCH Mending Film, Seal, Inc.
VANDEX Visible Card Equipment, Automatic File & Index Co.
VANGUARD Dictating Machine, O T A Business Machines Division
VANGUARD Pencils, Swan Pencil Co., Inc.
VANGUARD Steel Transfer Cases, Vanguard Engineering & Mfg. Co.
VAPORENE Blanket and Roller Wash, Federal Mining & Mfg. Co.
VAPORITE Brush Marking Pens and Inks, Time-Saving Specialties.
VARIADEX Filing Systems, Remington Rand Inc.
VARICAP County Record Books, Wilson Jones Co.
VARI-COLOR Correction Fluid, Duplicators Vari-Color Duplicator Co.
VARIGRAPH Lettering Instruments and Templets, Varigraph Co., Inc.
VARI-LINE Printing Kits, Superior Marking Equipment Co.
VARI-PRONG Binders, Remington Rand Inc.
VARITONE Mimeo Papers, Rockwell-Barnes Co.
VARI-TONE Ribbons and Carbons, Associated Stationers Supply Co.
VARI-TYPER Office Type Composing Machines, Ralph C. Coxhead Corp.
VARNU Furniture Polish, Theo. B. Robertson Products Co., Inc.
VAULTETTE Safes, Diebold, Inc.
V-DEX Vertical Visible System, Diebold, Inc.
VECTOR Slide Rules, Keuffel & Esser Co.
VEE CUP Paper Cups and Dispensers, Lily-Tulip Cup Corp.
VEEDER VARY-TALLY Multiple Counting Device, Veeder-Root, Inc.
VEEDER-ROOT Hand Tallies, Veeder-Root, Inc.
VEEP Safe, Protectall Safe Corp.
VEETAB Index Tabs, Veet Industries.
VELLAM Stencils, Marr Duplicator Co., Inc.
VELLUM Tracing Paper, Cardinell Corp.
VELON Upholstering Material, Firestone Tire & Rubber Co.
VELVET Carbon Papers, A. P. Little, Inc.
VELVET Erasers, Pencils, Penholders and Leads, American Pencil Co.
VELVET Paste, The Commercial Paste Co.
VELVET Tempera Colors, The Carter's Ink Co.
VELVETEX Typewriter Pads, Associated Stationers Supply Co.
VEMCO Drawing Instruments and Drafting Machines, V. & E. Mfg. Co.
VENUS Pencils, Erasers and Leads, American Pencil Co.
VENUS AUTOGRAPH Fountain Pens and Mechanical Pencils, American Pencil Co.
VENUS PRESIDENT Fountain Pens and Mechanical Pencils, American Pencil Co.
VENUS VELVET Pencils and Leads, American Pencil Co.
VEOS Wall Tile, Armstrong Cork Co.
VE-PO-AD Stylus Adding Machines, Reliable Typewriter & Adding Machine Co.
VERIBEST Envelopes and Paper, Marvin Envelope & Paper Co.
VERIBLACK Pencils, Eagle Pencil Co.
VERIFAX PRINTERS Photocopying Machines, Eastman Kodak Co.
VERITHIN Colored Pencils, Eagle Pencil Co.
VERI-VISIBLE Visible Record Equipment, Acme Visible Records, Inc.
VERNON Paper Clips, Noesting Pin Ticket Co., Inc.
VERNON ROYAL Loose Leaf Books, S. E. & M. Vernon, Inc.
VERS-A-FILE Filing System, Cel-U-Dex Corp.
VERSA-LINER White Printer, Peck & Harvey
VERSALOG Slide Rules, Frederick Post Co.
VERSEN Lamps, Kurt Versen Lamps, Inc.
VERTEX Carbon Papers, Royal Typewriter Co., Inc.
VERTEX Expanding Files, Alvah Bushnell Co.
VERTEX Second Sheets, Badger Paper Mills, Inc.
VERTICAL Steel Pens, Eagle Pencil Co.
VERTIC-ALBUM Photo Albums, Develco Products
VERTIFILES Desk Distributors, L. C. Flewelling Co.
VERTI-FILE File Drawer Dividers, Filing Equipment Bureau, Inc.
VESTAL Pencils, National Pencil Co.
VEVIER Binders and Loose Leaf Metals, Vevier Loose Leaf Co.
VIC Pay Roll Outfits, The C. E. Sheppard Co.
VICMARK Poster Colors, Milton Bradley Co.
VICTAPEN Fountain Pen and Pencil Sets, U. S. Victor Fountain Pen Co., Inc.

VICTOGRAPH Ribbons, Carbons and Adding Machine Supply Kits, Victor Adding Machine Co.
VICTOR Adding Machines, Victor Adding Machine Co.
VICTOR Ball-Point Pens, Fieldston Products Corp.
VICTOR Inkstands, Bainbridge, Kimpton & Haupt, Inc.
VICTOR Canvas Sheet Holders, A. E. Boyce Co.
VICTOR Fountain Pens and Mechanical Pencils, U. S. Victor Fountain Pen Co., Inc.
VICTOR Postal Scales, Pelouze Mfg. Co.
VICTOR Safes and Visible Record Equipment, Victor Safe & Equipment Co., Inc.
VICTOR Scrap Books, Victor Safe & Equipment Co., Inc.
VICTOR Stapling Machines, Vail Mfg. Co.
VICTOR Steel Paper Fasteners, F. Kelly Co.
VICTOR Stock Books, Shelby Salesbook Co.
VICTOR Waste Baskets, Metal Office Furniture Co.
VICTOR MIDLINE Steel Files, Victor Safe & Equipment Co., Inc.
VICTORIA Blotting Papers, Joseph Parker & Son Co.
VICTORIA Bond and Ledger Papers, Valley Paper Co.
VICTORIA Stencil Duplicators, Supplies, Du Prints, Inc.
VICTORIA Venetian Blinds, Bostwick-Goodell Co.
VICTORY Advertising Pencils, Souvenir Lead Pencil Co.
VICTORY Fibre Board Storage Cases, Weis Mfg. Co.
VICTORY Paper Clips, Noesting Pin Ticket Co., Inc.
VICTORY Wet Mops, American Standard Mfg. Co.
VICTORY BOND Carbon Paper, F. S. Webster Co.
VICTOVIDERS File Drawer Dividers, Victor Safe & Equipment Co., Inc.
VIDEO PLATE Blackboards, Beckley-Cardy Co.
VIEW-PAC Transparent Bags and Envelopes, U. S. Envelope Co.
VICOR Pencils, Reliance Pencil Corp.
VIKING Air Conditioning Units, Humidifiers, Window Fans, Viking Air Conditioning Corp.
VIKING Paper Cups, Boston Drinking Cup Co.
VIKING Rubber Stamp Pads and Inks, Superior Marking Equipment Co.
VIKING Spring Balance Scales, Hanson Scale Co.
VIKING Steel Folding Chairs, Maple City Stamping Co.
VIMCOLITE Typewriter Lights, Vimco Mfg. Co., Inc.
VINYLITE Floor and Wall Coverings, Bakelite Corp.
VIOLO Copying Pencils, Joseph Dixon Crucible Co.
VISACOPY Copyholders, Garlynn Engineering Co.
VISDEX Expanding Files, National Fiberstok Envelope Co.
VIS-DEX Visible Binders, The C. E. Sheppard Co.
VISE Paper Clips, George B. Graff Co.
VISELOCK Loose Leaf Binders, Charles R. Hadley Co.
VISEON-DUPLO Combination Pen-Pencils, Hutcheon Bros.
VISETTE Visible Record Folders, Globe-Wernicke Co.
VISIBLE Punches, Wilson Jones Co.
VISIBLE NAME Filing Systems, Victor Safe & Equipment Co., Inc.
VISIFILE Filing Equipment, Visirecord, Inc.
VISI-FILER Portable Files, Acme Visible Records, Inc.
VIS-I-KITS Photo Display Portfolios, Burkhardt Co.
VISION Card Index Systems, Pocket Card Books and Indexes, Acme Visible Records, Inc.
VISIRECORD Visible Card Record Systems, Visirecord, Inc.
VISIRITER Hand Addressing Machine, Visirecord, Inc.
VISOMATIC Electric Adding Machine, R. C. Allen Business Machines, Inc.
VIS-O-TOP Transparent Desk Tops, Joshua Meier Co., Inc.
VISTEM Visible Tabulating Card File, Visirecord, Inc.
VISUALETTE Magnifying Glasses, Edroy Products Co.
VIS-U-ALL Filing Systems, Yawman and Erbe Mfg. Co.
VISUALOPE Transparent Protector Envelopes, Stein Bros. Mfg. Co., Inc.
VITA Transparent Covers and Envelopes, Vita Specialties Co.
VITA CUFFS Cuff Protectors, Vita Specialties Co.
VITOZONE Electric Deodorizer, Kisco Co., Inc.
VIVICHROME Colored Pencils, Richard Best Pencil Co., Inc.
VIVID Duplicating Machines and Supplies, Smith-Corona Inc.
VIZ Card Signals, Geo. B. Graff Co.
VIZ-ABLES Visible Card System, Art Steel Sales Corp.
VIZ-O Binders and Sheet Protectors, Rochester Wire-O Binding, Inc.
VIZ TAB Plastic Tab Folders, Veet Industries
V-LINE Posting Trays, Diebold, Inc.
VOCATRON Intercommunication System, Vocaline Co. of America, Inc.
VOGUE-LITES Portable Lamps, Swivelier Co., Inc.
VOICE-MASTER Dictating Machine, Magnetic Recording Industries
VOLGER Stamp Pads and Inks, Volger Mfg. Co.
VOLUMATIC Printer-Developers, Chas. Bruning Co.
VOLUME Bond Papers, Eastern Corp.
VOLUME Carbon Papers, Kee Lox Mfg. Co., Inc.
VOOS Scissors and Shears, The Voos Co.
VORNADO Air Circulators, The O. A. Sutton Corp.
VORTEX Paper Cups and Dispensers, Dixie Cup Co.
VOTE-GARD Ballot Boxes, Voting Booths, Casto & Harris, Inc.
VOYCALL Intercommunication Systems, Lake Mfg. Co.
VU-DEX Photo Albums, Cooks', Inc.
VUE-FAX Vertical Visible Systems, Vue-Fax Corp.
VUEX Display Albums, Modern Desk Pad Mfg. Co.
VULCAN Carbon Papers, Royal Typewriter Co., Inc.
VULCAN Marking Inks, James H. Matthews & Co.
VULCAN Ring Binders, National Blank Book Co.
VULCAN Stylographic Fountain Pens, J. Ullrich & Co.
VUL-COT Fibre Waste Baskets, National Vulcanized Fibre Co.
VU-RITER Ball Point Pens, Ferber Corp.

W

WB Posting Trays, Costumers and Smokers, Weber Bros. Metal Works
W-J Thong Binders and Prong Fasteners, Wilson Jones Co.
WS Metal Tabs, Winter Stamping Co.
WSL Metal Tabs, Winter Stamping Co.
WABACEL Filing Folders, Wabash Filing Supplies, Inc.
WABACO Storage Binders, Wabash Filing Supplies, Inc.
WABASH Filing Supplies, Wabash Filing Supplies, Inc.
WABASH Gathering Racks, Wabash Metal Products Co.
WACKIT Notary Seals, American Seal & Stamp Co.
WACO Chrome Furniture, Waco Products, Inc.
WAGEMAKER Folders and Guides, Filequipment Corp. of America
WAGEMASTER Withholding Tax Tables, Graphic Calculator Co.
WAGE-O-MATIC Pay Roll Computors, Bates Accounting Forms Co.
WAKCO Slide Rules, Warren-Knight Co.
WALBUCK Chalk, Crayons, Walbuck Crayon Co.
WALES Leather Goods, Columbia Walescraft, Ltd.
WALES TEL-A-KEY Keycases, Columbia Walescraft, Ltd.
WALKIE-RECORDALL Recorder, Miles Reproducer Co., Inc.
WALTERS Gummed Tape Sealers, Lipton Mfg. Co., Inc.
WALTHAM Salesbooks, Atlantic Register Co.
WALTON Humidifiers, Walton Laboratories, Inc.
WANAMAKER Filing Supplies, Filequipment Corp. of America
WARD'S EVEREADY Motor Record Books, John J. Ward, Inc.
WARE WELL Filing Folders, Yeig, Inc.
WARREN Leather Goods and Luggage, Warren Leather Goods Co.
WARREN'S Personal Loan Calculator, Twentieth Century Co.
WARREN Post Binders, Elbe File & Binder Co., Inc.
WARWICK Fountain Pens, Stratford Pen Corp.
WARWICK Upholstery Leather, Eagle-Ottawa Leather Co.
WASHINGTON Desk Sets, Stationers Specialty Co.
WATERBURY Display Turntables, and Combination Letter Opener, Magnifier and Telephone Dialer, Waterbury Companies, Inc.
WATERBURY Tags and Pin Tickets, Waterbury Tag Co.
WATERMAN'S Fountain Pens and Mechanical Pencils, Waterman Pen Co., Inc.
WATERPROOF Mailing Tubes, Ames Safety Envelope Co.
WATERPROOF Pencils, American Pencil Co.
WATERWITE Picture Glass, Semon Bache & Co.
WATSON Steel Files and Office Furniture, Watson Mfg. Co.
WATTS' Snap-Apart Forms, Alfred Allen Watts Co., Inc.
WATTSPEED COPYSETS Snap-Apart Carbon Forms, Alfred Allen Watts Co., Inc.
WAUSAU Bond, Duplicator, Ledger, Mimeo Bond Paper, Wausau Paper Mills Co.
WAX BACK Carbon Papers, Royal Typewriter Co., Inc.
WAX CARBON Payroll Checks, Le Febure Corp.
WAXKOTE Carbon Paper, International Carbon & Ribbon Co., Inc.
WAXSPOT Wax Carbonized Forms, The McBee Co.
WAYBILL Clipboards, The Globe-Wernicke Co.
WAYNE Box Letter Files, Weis Mfg. Co.
WAYNE Photo-Reordering Binders, Ernest Hazel, Jr.
WAYNE Post Binders, Elbe File & Binder Co., Inc.
W-BAR Steel Shelving, Neubauer Mfg. Co.
WEAREVER Fountain Pens, Mechanical Pencils, Leads and Erasers, David Kahn, Inc.
WEARITE Ribbons and Carbons, Pacific Carbon & Ribbon Mfg. Co.
WEATHERALL Self-Shining Wax, Huntington Laboratories, Inc.
WEATHERMAKER Air Conditioners, Carrier Corp.
WEATHERPROOF Marking Pencils, Eberhard Faber Pencil Co.
WEBCO Carbon Papers, F. S. Webster Co.
WEB-COR Tape Recorder, Webster-Chicago Corp.
WEBER Oils, Colors and Varnishes, F. Weber Co.
WEBER Tag & Envelope Addressing Machines, Weber Addressing Machine Co.
WEBER NOISELESS Blackboard Erasers, Weber Costello Co.
WEBER-RIEFLER Drawing Instruments, F. Weber Co.
WEBKOPY Manifold Tissue, F. S. Webster Co.
WEBLITHO Typewriter Ribbons, F. S. Webster Co.
WEB-O-PRINT Hand Marking Devices, Weber Addressing Machine Co.
WEBSTAR Carbon Paper, F. S. Webster Co.
WEBSTER Report Covers, Elbe File & Binder Co., Inc.
WEBSTER Wire Recorders, Webster-Chicago Corp.
WEBSTER'S Dictionaries, G. & C. Merriam Co.
WEBSTER'S NEW WORLD DICTIONARY, World Publishing Co.
WEBTEX Bulletin Board Cork, Weber Costello Co.
WEDCUPS Water Cups, Southern Straw Mfg. Co.
WEDGE Rubber Erasers, Joseph Dixon Crucible Co.
WEDGE POINT Pins, Oakville Co.
WEDGE-LOCK Steel Shelving and Storage Equipment, Berger Mfg. Div.
WEDGELOCK Post Binders, Watt & Gillogly, Inc.
WEE NOTCH Carbon Interleaved Forms, The General Manifold & Printing Co.
WEEK-AT-A-GLANCE Desk Calendars and Telephone Indexes, Nascon Products Division
WEGECUP Paper Drinking Cups, Southern Straw Mfg. Co.
WEIBRO Waste Baskets, Weinman Bros., Inc.
WEIDLICH Fountain Pens and Pen Points, Weidlich Pen Mfg. Co.
WEILCO Drawing and Drafting Supplies, J. H. Weil & Co.
WEINMAN HANDIPAD Desk Memos, Weinman Bros., Inc.
WEIS Paper Clips, Noesting Pin Ticket Co., Inc.
WEIS Stationers' Goods, Card Trays, Cabinets, Box Files, Bookcases and Filing Supplies, Weis Mfg. Co.
WELCH Office Furniture, Welch Industries
WEL-FLITE Fountain Pens and Pencils, Welsh Mfg. Co.
WELHAM Filing Cabinets, Welham Metal Products Co.
WELLS Metal Office Chairs, Wells Chair Corp.
WELLS MADE—MEANS WELL MADE Wood Office Furniture, Wells Furniture Mfg. Co.
WELMAID Office Machine Cleaning Solution, Shipman-Ward Mfg. Co.
WEL-SHARP Fountain Pens, Welsh Mfg. Co.
WELSH CLASSIC Fountain Pen & Pencil Sets, Welsh Mfg. Co.
WELTY Fountain Pens and Mechanical Pencils, Welty Pen & Repair Co.
WEPACO Adding Machine Rolls, Western Paper Converting Co.
WESCO Steel Files, Western Mfg. Co.
WESCO STYLE-MASTER Desks, Files, Western Mfg. Co.
WESTCOTT Rulers, Westcott Rule Co., Inc.
WESTERN Adding Machine Rolls, Western Paper Converting Co.
WESTINGHOUSE Air Conditioners, Electric Fans and Water Coolers, Westinghouse Electric Corp.
WET-PROOF Marking Pencils, General Pencil Co.
WET-RITE Lumber Crayons, Eberhard Faber Pencil Co.
WETTER Typographical Numbering Machines, Wetter Numbering Machine Co.
WETZEL Tariff Files, P. A. Wetzel & Son
WHEELDEX Rotary Files, Wheeldex & Simpla Products, Inc.
WHEELWRIGHT Vellum, Index and Bristol Papers, Mead Sales Co., Inc.
WHIPPET Staplers, Markwell Mfg. Co., Inc.
WHIRLAIRE Air Circulators, Westinghouse Electric Corp.
WHIRLAWAY CIRCULAIR Circulators, Kisco Co., Inc.
WHIRL-O-MATIC Ash Trays, Smoking Stands, Arrow Lamp Mfg. Co., Inc.
WHISK Typewriter Erasers, Weldon Roberts Rubber Co.
WHITE Office Machine Lamps, O. C. White Co.
WHITE CLOUD Onionskin Papers, Gilbert Paper Co.
WHITE CROWN Blackboard Chalk, Weber Costello Co.
WHITE DOT Fountain Pens and Pencils, W. A. Sheaffer Pen Co.
WHITE LABEL Impression Paper, A. B. Dick Co.
WHITEHALL Carbons and Stencils, Tru-Rite, Inc.
WHITING Typewriter Papers, Onionskins, Mimeo Papers, Envelopes and Manuscript Covers, Whiting Paper Co.
WHITNEY Post Binders, Elbe File & Binder Co., Inc.
WHIZ Motor-Driven Blowers, Ideal Industries, Inc.
WICKERCRAFT Letter Trays and Waste Baskets, Bailie Basket Co.
WIDCO Photo Albums, J. Widder & Co.

◄ SEE PAGES 4 TO 20 FOR ADDRESSES OF MANUFACTURERS AND SUPPLIERS ►

WILDING Family Account Calendars, Ft. Wayne Printing Co.
WILLOW Paper Clips, Noesting Pin Ticket Co., Inc.
WILLSON'S Gummed Letters and Figures, Tab'et & Ticket Co.
WILLSTICK Adhesives, Scriptex Products Co., Inc.
WILSON Gold Stamping Machines, Wilson Gold Stamping Machine Co.
WILSON ROCKET Card Punches, Rock-et Tool Co.
WILTSHIRE MODERN Pedestal Tab'es, Imperial Desk Co.
WINCO Typists' Erasers, Winslow Product Engineering Corp.
WINDSOR Electric Clocks, Gibraltar Mfg. Co., Inc.
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WING MAILER Label Addresser, Chauncey Wing's Sons
WINGS Mechanical Pencils, Columbia Pencil Co.
WINNEBAGO Memo Pads, Scratch Pads, Tablets and Fine Papers, Winnebago Paper Co., Inc.
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March 1-4. Thirty-eighth Annual Convention of Wholesale Stationers Association of the U. S. A., Hotel New Yorker, New York, N. Y.

April 20-22. National Association of College Stores, Hotel Sherman, Chicago, Ill.

May 8-11. National Office Furniture Association, Hotel Sherman, Chicago, Ill.

May 24-27. National Office Management Association Convention and Exhibit, Jefferson Hotel, Kiel Auditorium, St. Louis, Mo.

June 21-23. National Office Machine Dealers Association. Chase-Park Plaza Hotels, St. Louis, Mo.

September 18-22. National Stationery & Office Equipment Association 48th Annual Convention and 18th Exhibit, Conrad Hilton Hotel, Chicago, Ill.

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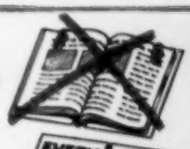

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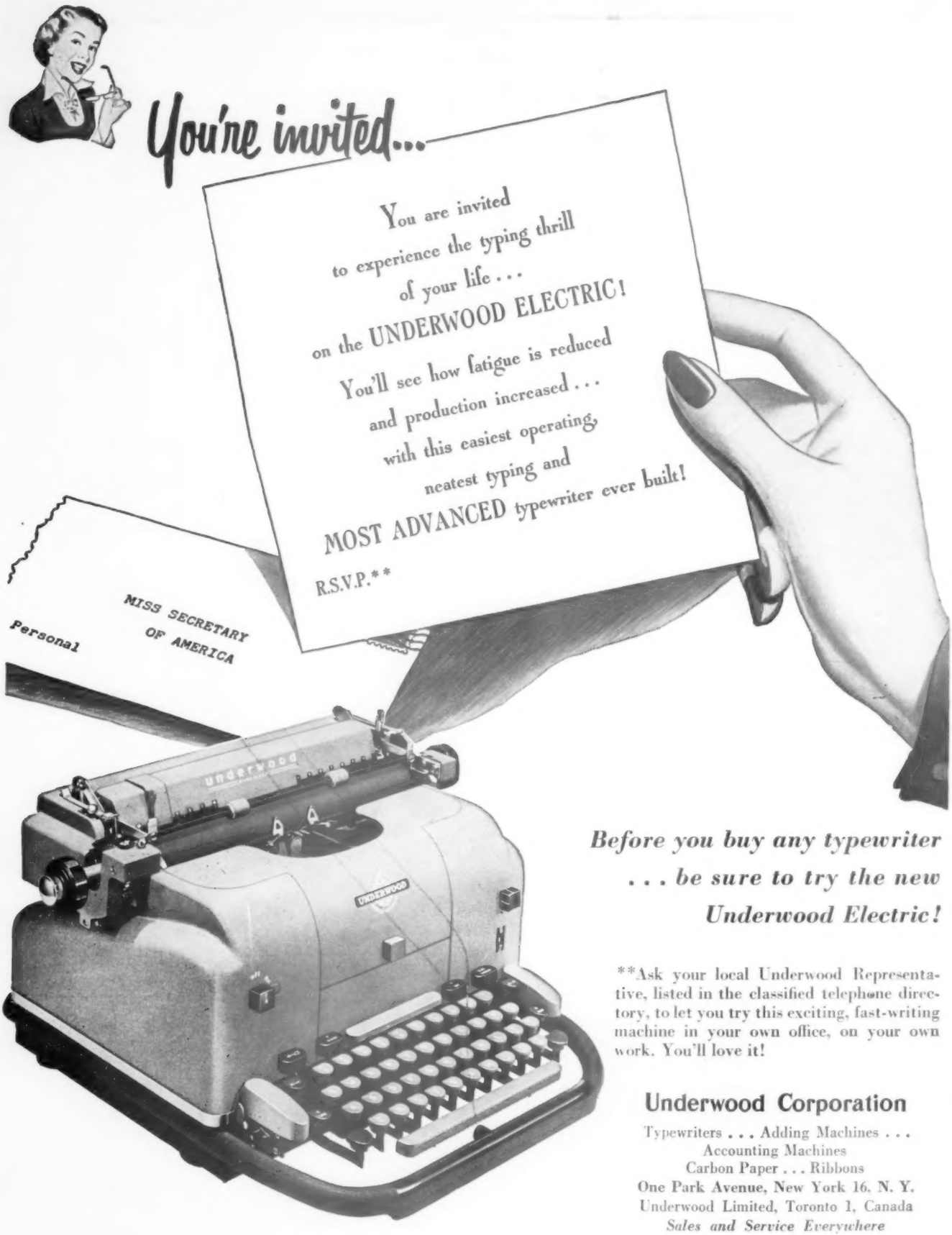

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